



# METAMIND

FROM CUSTOMER REVIEWS TO ACTIONABLE MARKETING INSIGHTS

*USING AI TO UNDERSTAND THE « WHY » BEHIND CUSTOMER FEEDBACK*

CLASS : APPLICATION : QUANTITATIVE MARKETING

# INTRODUCTION – THE CHALLENGE WITH CUSTOMER FEEDBACK



The Problem : We're drowning in customer reviews. Standard analysis tells us what customers say, but not why they say it. This makes it hard to act strategically.

The marketing goal : How can we quickly and accurately find the specific pain points and praises that influence purchasing decisions and turn that feedback into strategy



# OUR SOLUTION – THE METAMIND PROJECT



### **What it is:**

An AI-powered analysis tool that goes beyond surface-level sentiment to reveal the true drivers of customer opinion.

### **The Core Concept:**

It uses a "Theory of Mind" (ToM) approach, refined by business logic, to understand the underlying beliefs, desires, and intentions of the reviewer.

### **The End Result:**

It transforms raw reviews into clear, actionable marketing intelligence, all presented in an interactive dashboard.

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## The MetaMind Demo Interface

# DEVELOPMENT - HOW IT WORKS: A TEAM OF AI AGENTS

## We compare two methods:

1.

The Baseline: A standard, single-pass AI analysis. Fast but basic.

2.

The MetaMind Path: A team of specialized AI "agents" that collaborate for a deeper analysis

## The MetaMind Agent Team:

### ToM Agent:

Generates initial hypotheses about the customer's mental state (their beliefs, desires, emotions).

### Domain Agent (The Expert):

This is our "business logic" agent. It scores and refines the hypotheses, selecting the one that is most plausible and relevant to our market. It acts as the expert referee.

### Aspect Extractor & Recommender:

Identifies specific product features and provides concrete, evidence-based recommendations for action.

**Pinpoint Precision** : Go from "people are unhappy" to knowing why they are unhappy and what their expectations are.

**Add Business Context** : The DomainAgent ensures the insights are not just academically interesting, but commercially relevant.

**Drive Strategy with Confidence**: The interactive dashboard gives clear, evidence-based recommendations to guide marketing, product, and CX teams.

**Measure the Value**: The "Data Quality Lift" KPI in our dashboard proves the ROI of this advanced analysis by showing how many errors or missed insights it corrects.

# THE MARKETING IMPACT - TURNING INSIGHTS INTO ACTION

# CONCLUSION

## Summary:

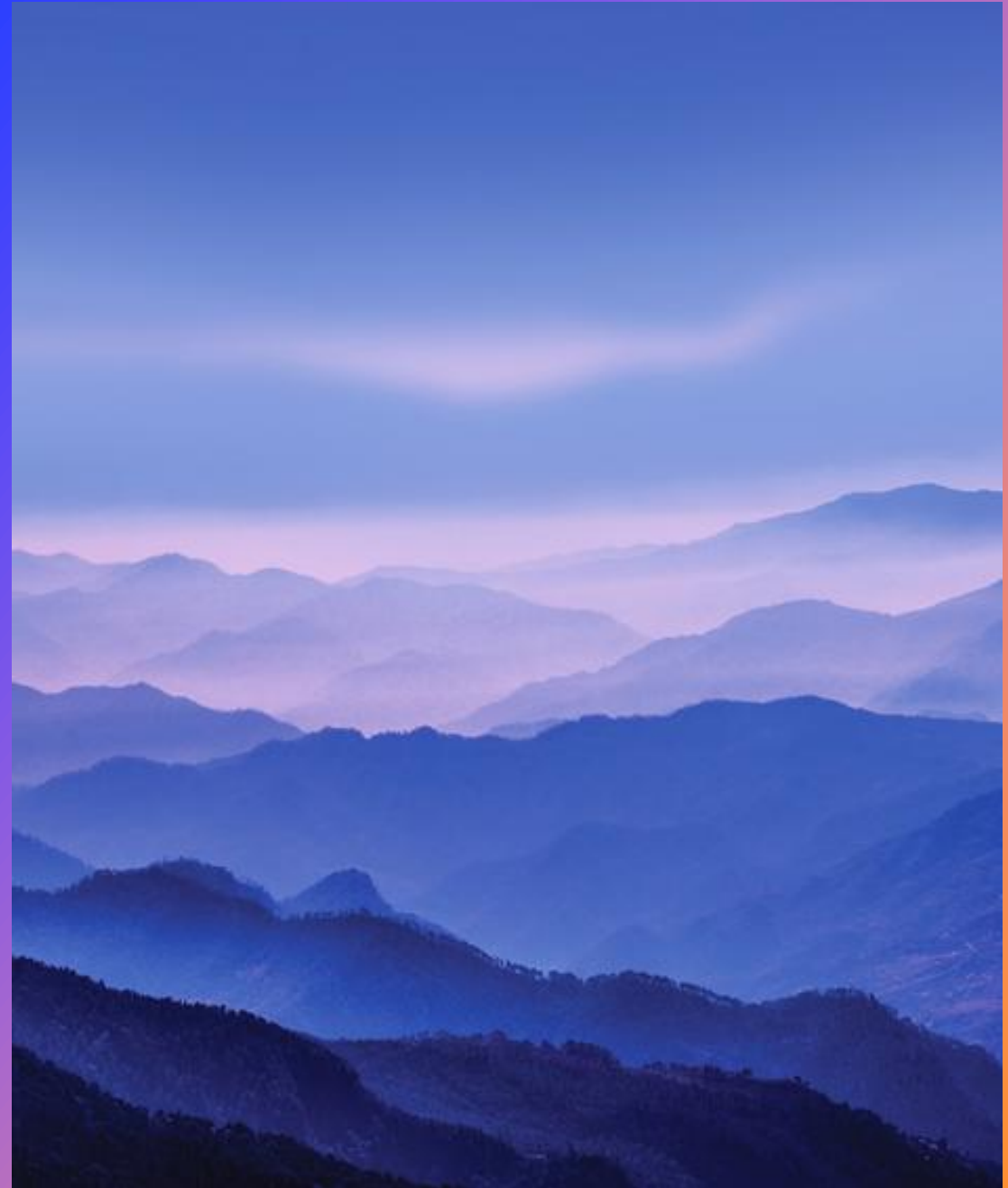
The MetaMind project is a strategic asset that allows us to listen to the "voice of the customer" with unprecedented depth and clarity.

## Key Takeaway:

By understanding our customers' true mindset, we can build better products and create more resonant marketing campaigns.

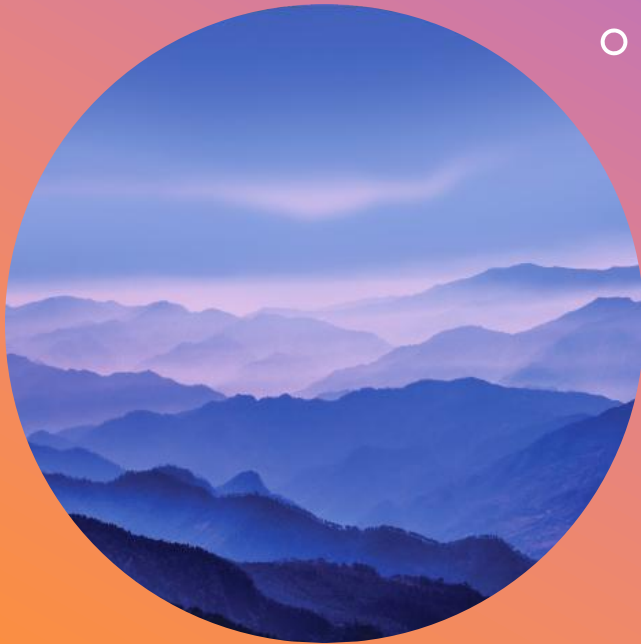
## Next Steps:

This system can be expanded to analyze competitor reviews, track brand sentiment across social media, or even power real-time customer support bots.





# THANK YOU



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