METAMIND

FROM COSTUMER 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.

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 Domain Agent 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

<u>Summary:</u>

The MetaMind project is a strategic asset that allows us to listen to the "voice of the customer" with unprecedented depth and clarity.
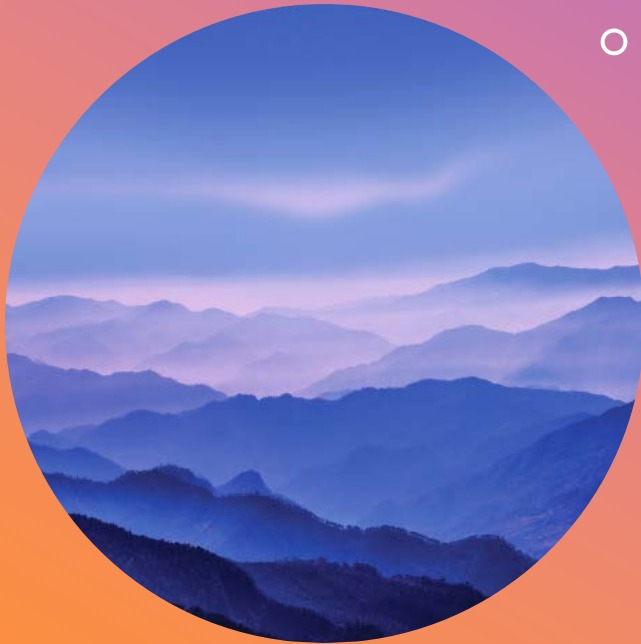
<u>Key Takeaway:</u>

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

<u>Next Steps:</u>

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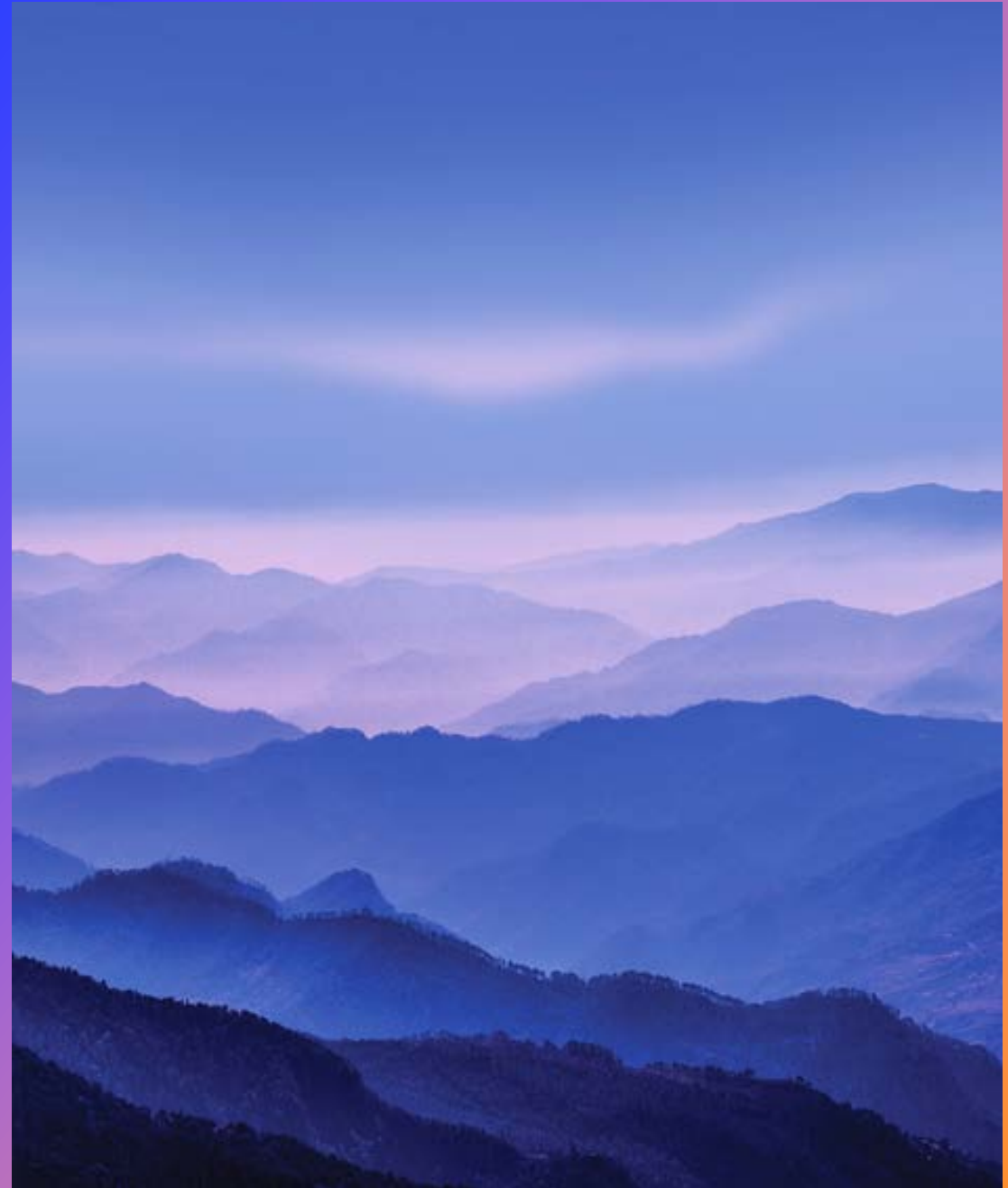
THANK YOU

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