

**REPUVANCE**  
AUTOMATION



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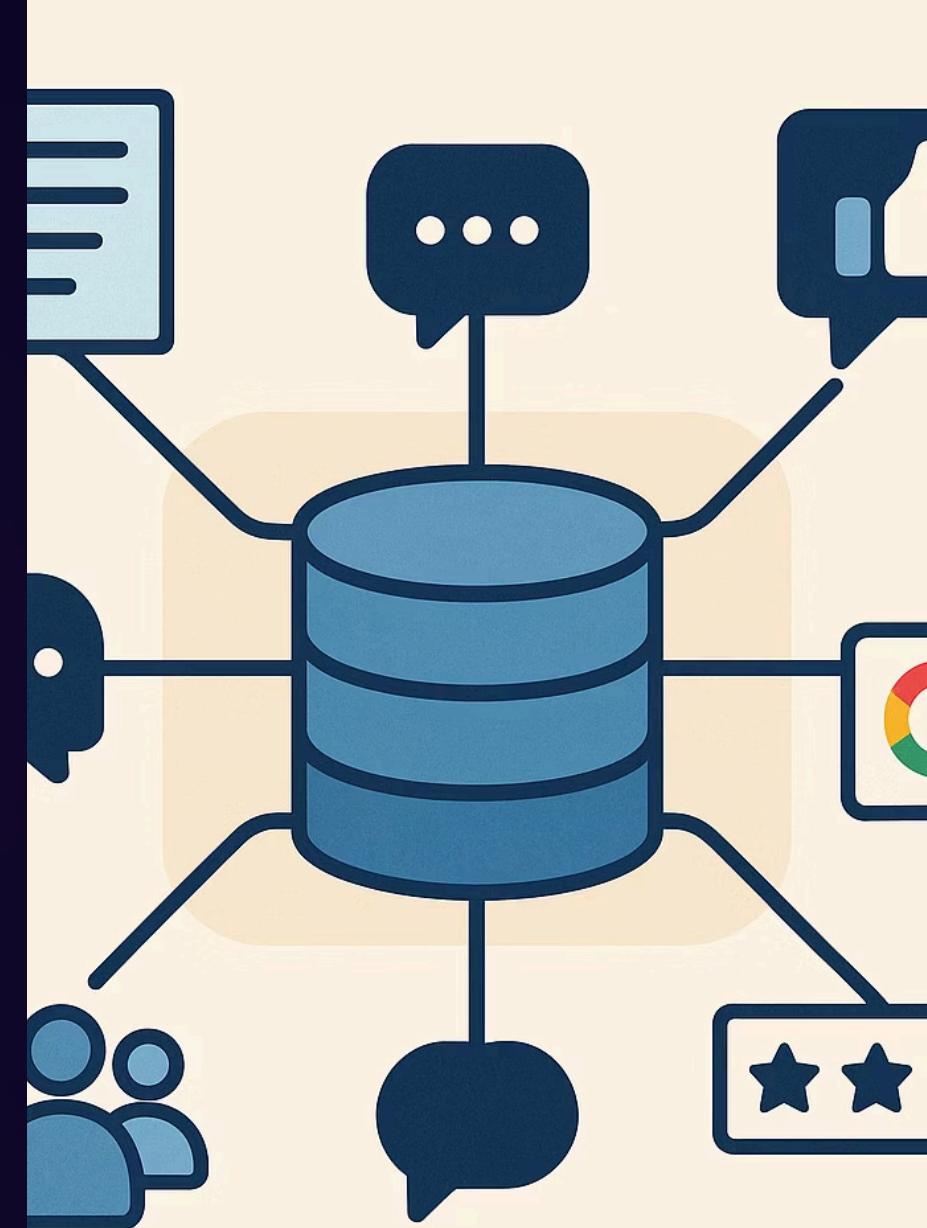
### Repuvance Automation Workflow

This Workflow gives a visualization of the processes involved on the backend via AWS & how it integrates into the front-end.



# Data Collection & Integration

Connects to social, web, and review data sources via API, then applying business specific logic, we capture brand relevant feedback across various platforms.



# Multi-Segment Aspect-Based Sentiment Analysis

I know: "Sounds genius."

## 1. Multi-Segment Post Segmentation

- Each review or post is broken down into individual feedback segments.
- Every segment is placed within categories like network, product, support, etc & assigned a sentiment (Positive/Negative).

This allows us to identify multiple distinct insights from a single, long-form post.

## Multi-Segment Review Analysis

Source: Reddit

Nov 09, 2025

I have frequent connection issues and slow speeds. The app often drops the signal, and checkout froze twice. On the plus side, the support team was helpful and replaced a damaged item quickly. Pricing is okay, though the premium plan feels a bit steep.

(Negative — Network/Product)

(Positive — Support)

(Neutral — Pricing)

## 2. We calculate a precise weighted score for each segmented insight, factoring in:

- Interaction Volume: The overall engagement a post receives via likes & comments.
- Source Validity: The credibility and influence of the data source, putting more weight on direct customer feedback vs. public forum etc.

## 3. These granular, weighted scores are then utilized to:

- Have a more refined Net Promoter Score derived from specific customer experiences.
- Compare feedback from different platforms like Reddit vs. Google Reviews.
- Track trends based on time frames
- Have flexible filtering where we analyze data by relevant categories, like focus on specific aspects like "Product Features" or "Customer Service."

# Feedback Volume & Trend Analysis

Total Feedback Volume with trend direction & percentage change ability to be filtered down by:

1. Relevant categories
2. Market Sources
3. Time Frame

# Advanced Analytics & Insights

## Heatmap Visualization

Data visualization via heatmap based on brick & mortar locations utilizing google reviews & potential for yelp as well.

## Trend Analysis

Data Visualization via trends sorted by category & sources.

## AI-Powered Insights

Ai integration for actionable insights based on weighted scores separated by "Opportunities to Amplify" & "Risks to Address"

## Task Management

Actionable tasks via tickets in TMF Format segmented by category, severity, task name, task description, Id, date & assignee; available for integration for any project management tool like jira etc.

# Competitive Intelligence

Competitor analysis and comparison tool utilizing same weighted NPS score along with trend direction & percentage change. Well within capabilities of generating competitive advantage insights. For example Negative Competitor Feedback can result in calling out pain points that competitors customers are having, incentivizing a switch, resulting in a higher ROAS.

# How This Actually Increases Profits

## Reduces Costs:

Customer Analysis jobs streamlined/automated → Eliminates manual sentiment tracking saving 100+ analyst hours monthly.

Market Research jobs streamlined/automated → Replaces expensive third party research contracts.

Identifies at risk customers before they leave which reduces customer churn rate → each 1% churn reduction = millions in saved revenue

Decreases marketing spend waste → Identify what messaging actually resonates

Proactively addressing common complaints before customers call → Lowers call center volume

Reduces acquisition costs by keeping existing customers happy → 5x cheaper than new customer acquisition

## Increases Revenue:

Potential Upsell Opportunities based on wanted products/features mentioned in feedback

Identifies underserved markets with highest satisfaction gaps → Guides expansion strategy

Informs product development with actual customer demand → launches products people actually want

Further creates a market leadership position through superior customer understanding → Enables premium pricing justification

# Effortless Additions

- Internal and External data comparison & analysis.
- Show the most popular customer posts from social media and forums. Helps teams see what people are really saying and catch big problems or wins early. Strong qualitative data to reference from the quantitative data.
- Response time tracking where you measure time between negative sentiment spike and company action.
- Other mainstream platforms & app stores already publicly available via api tokens and highly relevant.

# Brainstorming & Project Ideation

