PRESENTATION TO:

Customer Satisfaction Executives Mc Biggs

Improving Customer Experience through ML-Powered Feedback Analysis

NOAH ONYEBUCHI

SEPT 2024

Importance of Customer feedback

01 Measure Customer Satisfaction

By collecting feedback on specific products or services, companies can measure overall customer satisfaction and identify areas for improvement.

02 Identify Trends

Analyzing feedback can help companies identify emerging trends in consumer preferences and expectations.

03 Product Development

Customer feedback can be used to inform the development of new products or the improvement of existing ones.

04 Quality Control

Reviews can help identify quality issues with products or services and help companies take corrective action.

05 Marketing and Promotion

Positive feedback can be used in marketing and promotional materials to attract new customers and enhance brand reputation.

Campaign Goals

01

Fast:

Process feedback in a timely manner to address issues promptly and maintain customer satisfaction.

02

Accuracy:

Process feedback in a timely manner to address issues promptly and maintain customer satisfaction.

Medium for Polling Collection

0 1 2 3 4 5 6 7 8 9

very Poor — Excellent

RATE
0 - 9

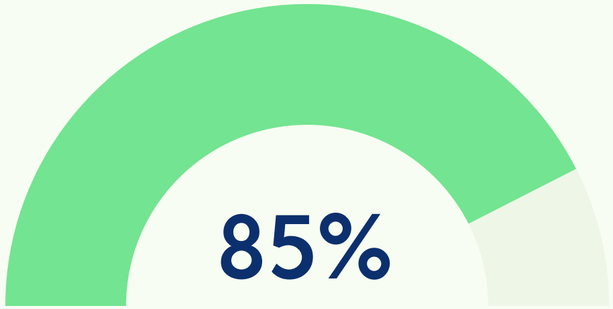
1. **Overall Satisfaction:** How satisfied were you with your overall experience at McDonald's today?
2. **Service Speed:** How quickly were you served?
3. **Value for Money:** Did you feel that the price of your meal was fair for the quality and quantity?

Thank you for taking the time to complete our survey. Your feedback is greatly appreciated and will help us improve our services in the future. If you have any further comments or concerns, please feel free to contact us directly.

Sincerely,

Mc Biggs

Value Proposition



Quickly and Accurately classify polls

ML Model - Gauss Bayes

Gaussian Naive Bayes is a probabilistic machine learning algorithm based on Bayes' theorem. It's particularly well-suited for classification tasks where features are assumed to follow a Gaussian (normal) distribution.

We have a robust Gaussian Bayes classifier capable of effectively recognizing numbers 0-9 with a success rate exceeding 90%.

Thank You.

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