



The Brand Marketer's Guide

AI in Reviews and Feedback Management



Introduction

As a marketer, you know that **harnessing the consumer voice in digital marketing is key to acquisition**, conversion and retention, but understanding all the nuances, sentiment and hidden patterns at scale is what really unlocks actionable value. This is where the real treasure lies. Traditional reviews and feedback management tools are good at what they do, but the in-depth analysis of hot topics, product features, common praises and complaints, key insights, patterns and sentiment are often recognized too late or not at all. At the same time, on-going issues with fake reviews continue to undermine trust, making it imperative that brands and retailers take action to improve customer experiences.

AI, and more specifically Generative AI (GenAI), is directly addressing many of these challenges, taking trust, reviews and feedback management to new levels of insight and sophistication. And it couldn't have come at a better time. According to a KPMG report¹, globally, customer experience has declined. The report finds that changing customer needs are at the root of this decline, with organizations not responding quickly enough to address those needs. Among its many recommendations is for companies to analyze customer journeys to understand where trust is built or eroded.

¹ Artificial Intelligence and the orchestrated customer experience report 2023-4



The *role* of GenAI in *customer relationships*

GenAI has a huge role to play in helping to reclaim ownership of customer relationships.

AI is being used to help authenticate reviews and also power the real-time gathering of feedback at every stage of the customer journey, transforming each interaction into actionable insights.

For example, today, many brands in retail homeware, kitchen equipment and car rental already use AI to efficiently analyze and process responses to open questions.

Voice transcriptions, translations and automatic detection of topics and sentiments, trigger close-the-loop workflows, according to those detected topics and sentiments.

By the end of 2024, some brands will use AI to go further, for example, leveraging GenAI to assist respondents in providing richer answers to open questions.



GenAI is also enabling brand managers and marketers to get summaries of the feedback collected, including a quantified highlight of the key points for more efficient decision making on products, design and customer experience.

While GenAI has the power, speed and ability to capture, analyze, impact and shape customer experiences, knowing how to use it effectively and understanding the art of the possible appear to be the common stumbling blocks for marketers.

In this guide, we outline the fundamental functions, challenges and advantages of AI implementation to help you navigate the power of GenAI in your own campaigns.

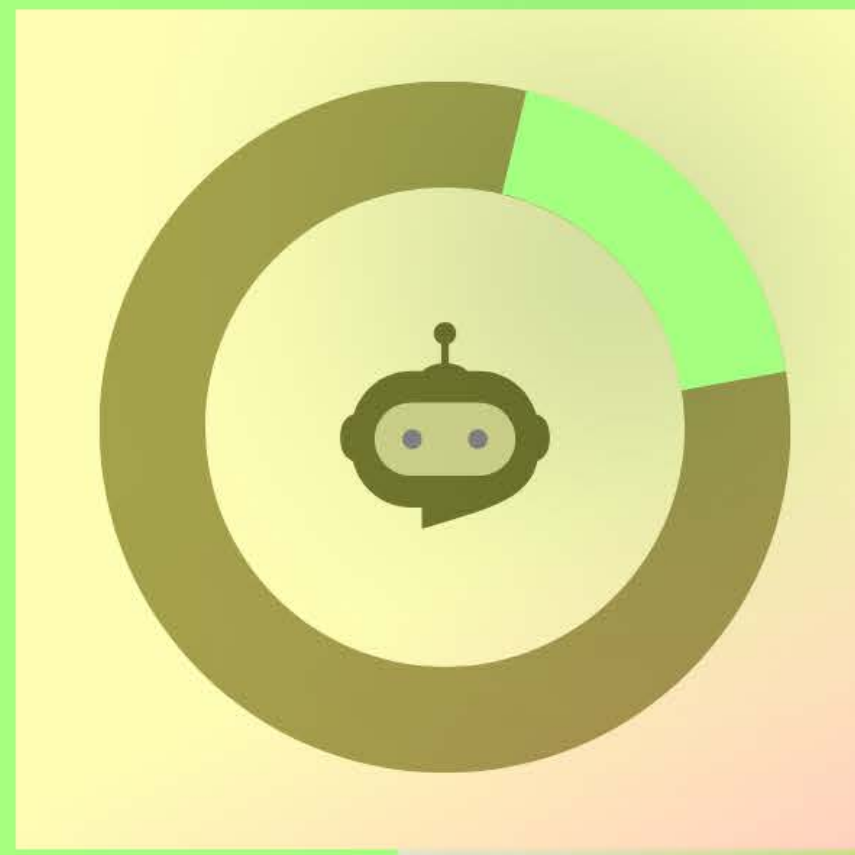


Managing Feedback: An AI-driven customer-centric strategy

Digital transformation has intensified the frequency and diversity of brand-customer interactions across different channels.

AI-based feedback management is pivotal in transforming these touchpoints into meaningful insights, empowering brands and retailers to not just meet but redefine customer expectations.

With AI, each feedback is not just heard, it is meticulously analyzed for a brand's customer-centric growth.



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It's taking feedback and reviews to a whole new level, giving marketers advantages they've never had access to before, including:

Deeper customer insights

AI can help build stronger engagement by understanding customers' needs, preferences, and expectations through detailed analytics.

Holistic customer management solutions

By utilizing AI-driven tools, from real-time analyses dashboards to satisfaction barometers, organizations can monitor individual point-of-sale performances, draw network-wide comparisons, and empower teams with actionable insights.

Enhanced customer experiences

AI can help craft personalized strategies to enhance experiences by capturing insights on purchasing behaviors, product affinities, engagement patterns, demographic segmentation, and satisfaction metrics.

Continuous improvement

AI-driven dashboards and semantic analysis can enable organizations to be proactive with dissatisfied customers and feed common issues back to ensure continuous improvement.

Sentiment Analysis

AI automatically determines the emotional tone of a review, whether it's positive, negative, or neutral. This allows businesses to quickly gauge customer satisfaction and identify potential issues without manually reading every review.



Natural Language Processing (NLP)

NLP enables AI to understand and categorize the content of review text. This includes identifying the subject of the review, categorizing the review into predefined categories (e.g., product features, customer service), and even detecting the nuances of language. With NLP, businesses can automatically organize and filter reviews to gain specific insights, such as common complaints about a particular feature or praise for excellent service.

Topic Modeling

Techniques, such as Latent Dirichlet Allocation (LDA), allow AI to identify key topics and themes within large groups of reviews. This helps in discovering what aspects of a product or service are most discussed by customers. By understanding the main topics of interest or concern, businesses can prioritize areas for improvement and address customer needs more effectively.

Text Summarization

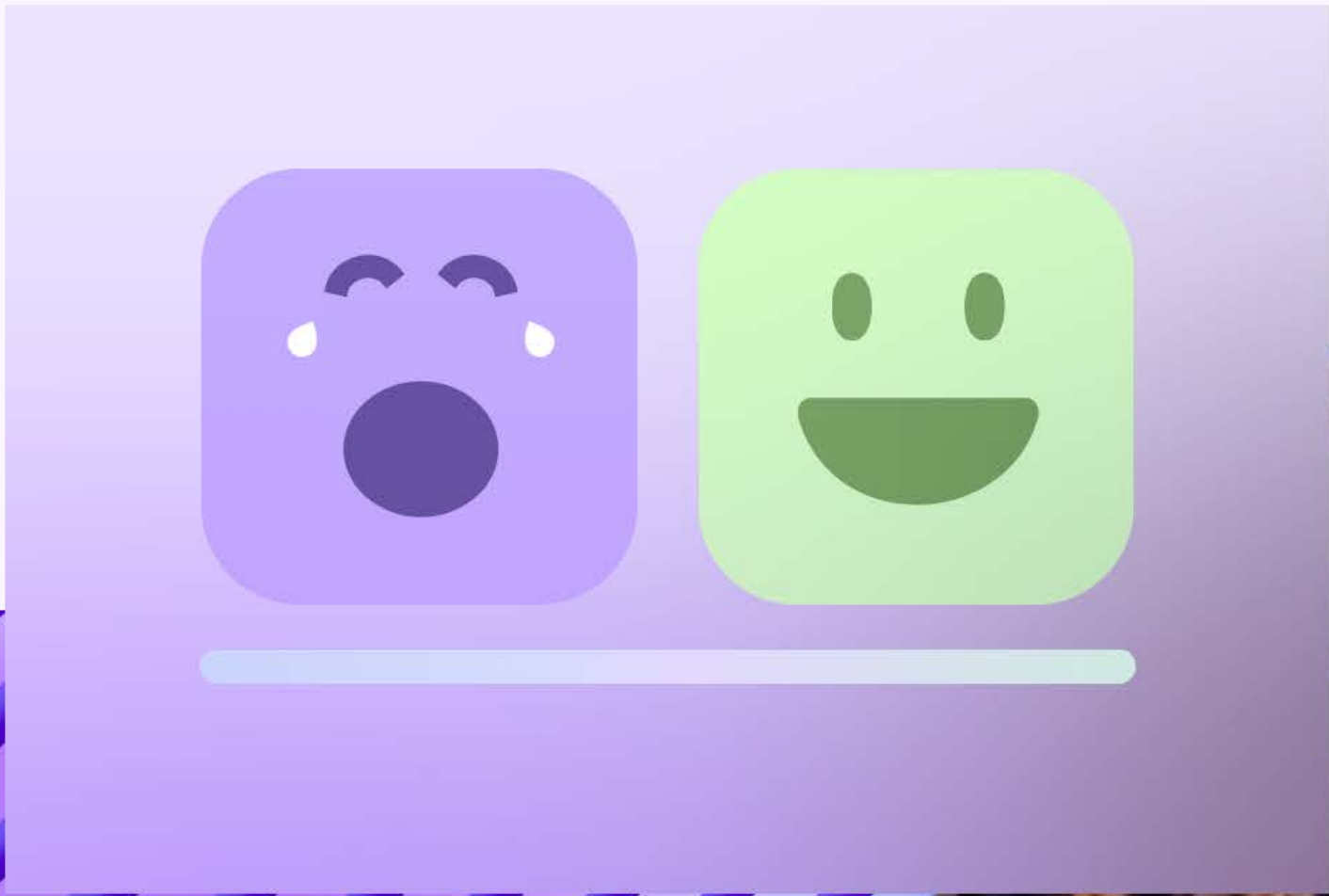
AI can condense long reviews into concise summaries, capturing the essential points and sentiments expressed. This is particularly useful for consumers who want to get a quick overview of what other users think about a product or service without reading through numerous lengthy reviews.

All of these advantages and benefits translate into deeper understanding of a brand's consumers and therefore a better overall customer experience and service, as well as all of the financial and operational gains from time saving and efficiency.



A Side-By-Side Comparison: Traditional vs AI powered Feedback Management

To put this into sharper focus, it's worth spelling out the specific side by side comparisons between traditional and **AI-powered feedback management** to show the specific advantages and value that AI delivers in this context.



Overall, how satisfied or dissatisfied are you with our product?



Very satisfied



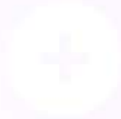
Satisfied



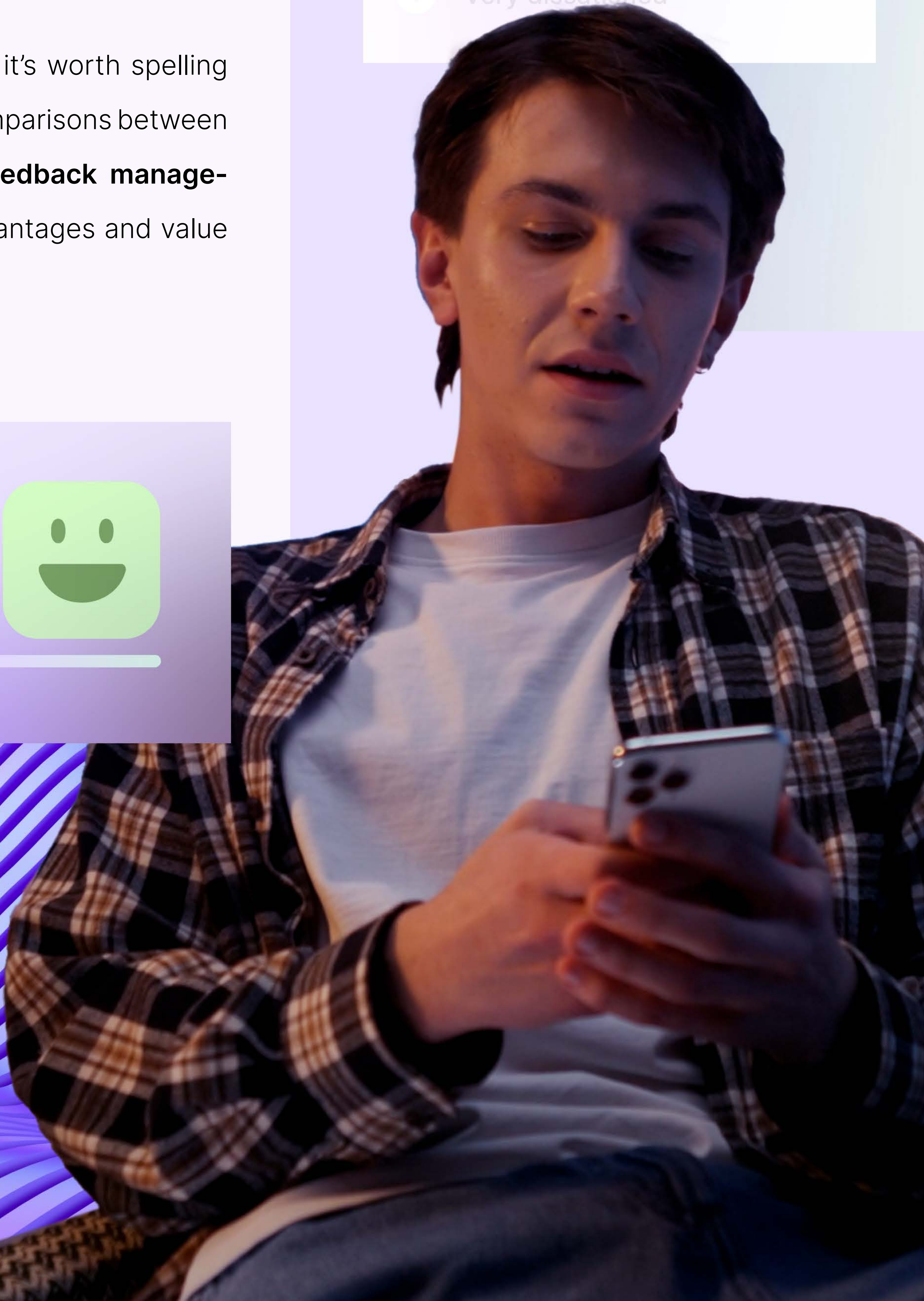
Neither satisfied nor dissatisfied



Dissatisfied



Very dissatisfied



	Traditional Feedback Management	AI-Powered Feedback Management
Feedback collection trigger and channel	Rule-based	Rule-base augmented by AI to contact the consumer at the best time, with the best channel.
Feedback questionnaire	Many closed questions	Fewer questions, more open. AI used to assist the respondent to maximize the richness of open responses. AI used to display or not specific complementary questions to deep dive on topics raised in responses to open questions.
Feedback analysis	Inefficient and ineffective on open questions. This problem is even stronger on non-text responses (photo, video, vocals).	Efficient, effective analysis of responses to open questions. Leveraging AI to analyze voice, photos and videos to translate, transcribe, summarize, identify key topics and related sentiment.
Feedback response and close-the-loop	Rule-based close-the loop workflows, predefined response templates.	Close-the-loop workflows are dynamically adjusted depending on responses to open questions. Response templates dynamically adjusted to adapt to the tone-of-voice of the respondent and/or the tone-of-voice considered most relevant by the brand for each case.
Feedback dashboarding	Traditional dashboarding, with advanced statistical analysis for expert users.	Traditional dashboarding enhanced with prompting capabilities to efficiently address any kind of needs. Enabling users to ask questions in natural language and directly get the answers. Complex questions can now be handled autonomously by any users (e.g. Why is my NPS lower this quarter than last quarter? What are the main new irritants over the last 3 months?). Ultimately, providing every user with “what they should know” and “what they should do”.



5 Common AI Teething Problems – And How to Mitigate Them

Recognizing **what can go wrong**, or at least, recognizing limitations is important in knowing where to focus attention.

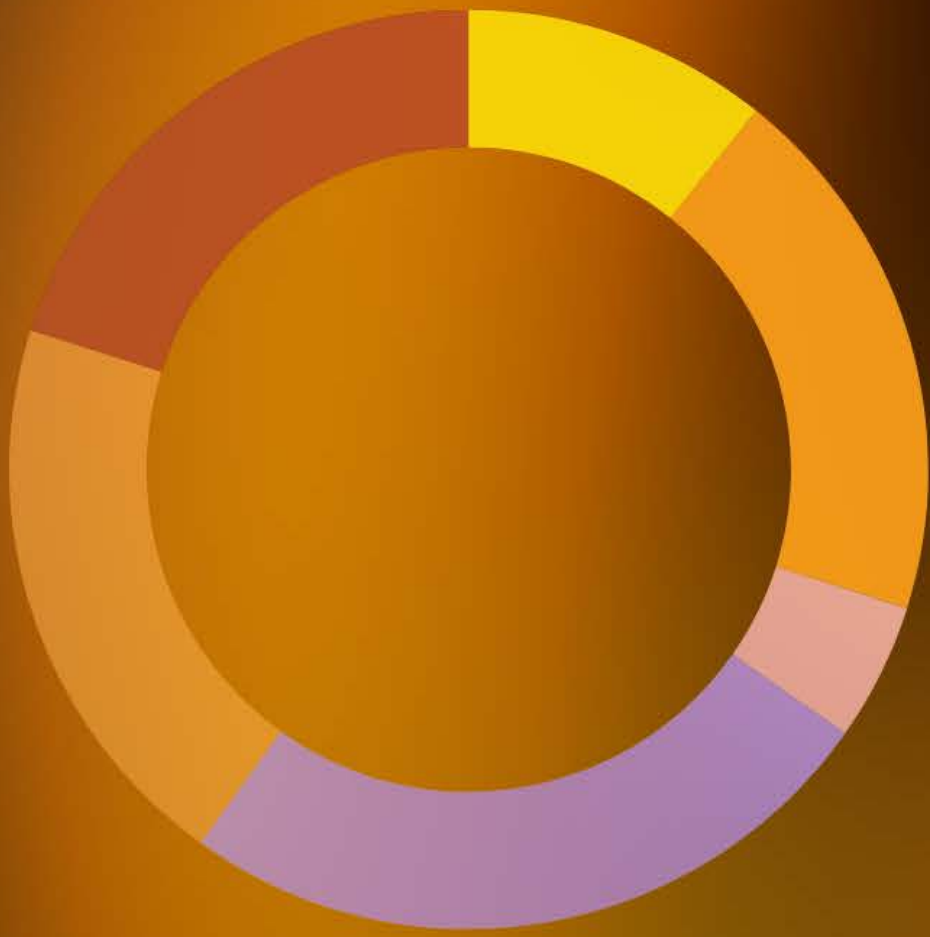
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Below are five common issues with regards to using AI in review and feedback data analysis:

Data quality and quantity

Gathering a comprehensive and varied dataset for training can be complex as user reviews may include noise, sarcasm, and slang, making accurate analysis challenging.

Sentiment ambiguity

AI models sometimes struggle to interpret context and sarcasm accurately. Identifying and categorizing mixed sentiments within a single review can be particularly difficult.

Language and cultural differences

Handling reviews in multiple languages and dialects requires advanced NLP capabilities, as cultural nuances significantly impact the interpretation of sentiment and feedback.

Bias and fairness

AI models can inherit biases from training data, potentially leading to unfair outcomes.

Integration and scalability

Integrating AI solutions with existing systems presents technical challenges, around scalability but also data sharing and consistency.



Best Practice Tips for Marketers

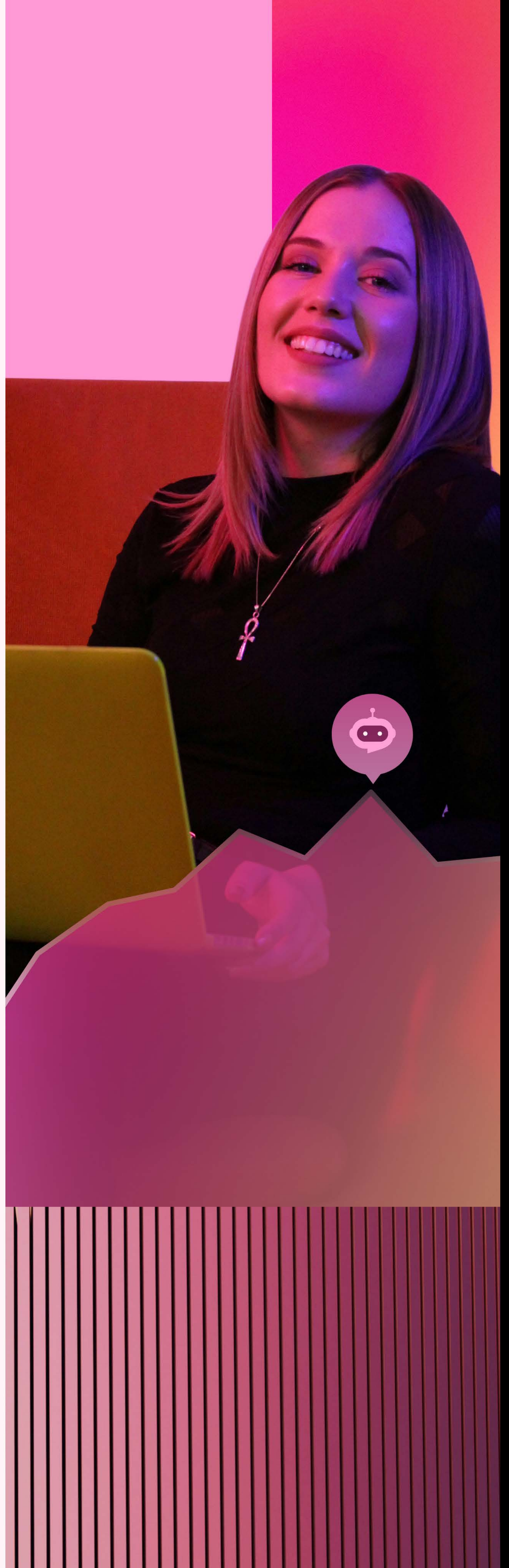
So how do you avoid these teething problems? Through best practice.

Data quality and ethical considerations are at the heart of best practice. Data management is the bedrock of modern digital businesses and essential for accuracy and consistency in AI-driven functions.

Trust is also built through data transparency, so organizations must be clear about how AI models are deployed, particularly in how they handle customer data. Proactively identifying and mitigating any data biases also helps in delivering fair and equitable outcomes.

It's also important from a brand direction point of view. Tailoring AI to an organization's specific needs makes sense, whether for sentiment analysis or natural language processing (NLP).

Utilizing pre-trained models can save time and resources, but fine-tuning these models to align with unique business requirements is equally important.



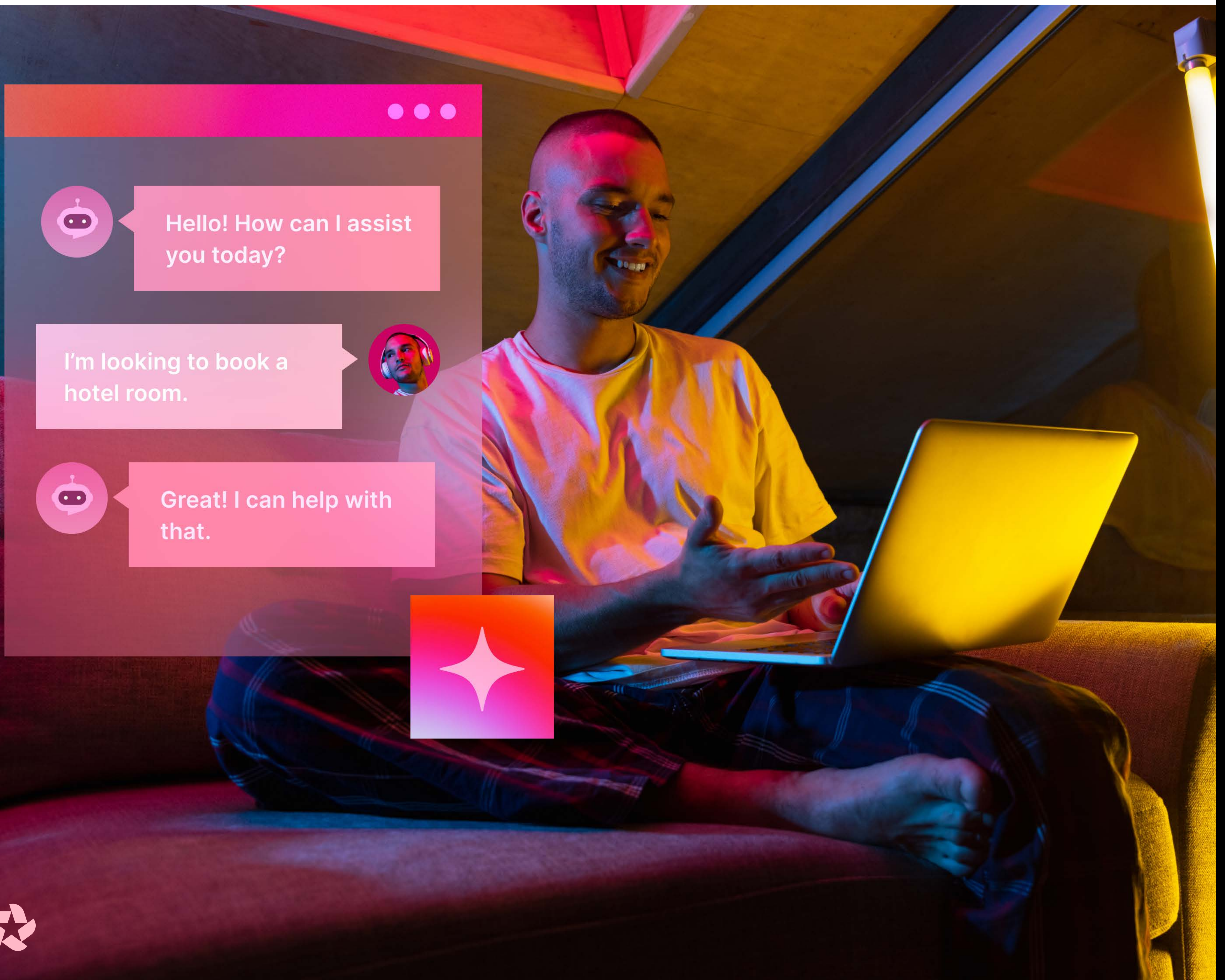
Regular updates to the models ensure they stay relevant, reflecting new data and trends, thereby maintaining their effectiveness.

For AI solutions to be truly effective, they must integrate smoothly with existing systems, such as Customer Relationship Management (CRM) and helpdesk platforms.

Providing API access can facilitate flexibility and scalability, allowing businesses to adapt and grow.

Ensuring that these systems are user-friendly for non-technical staff is also vital, promoting widespread adoption and optimal use across the organization.

AI models also require ongoing monitoring, to ensure they continue to perform well. Regularly evaluating models using metrics like accuracy, precision, and recall can help identify areas for improvement.



Conclusion

User generated content is a valuable commodity, and reviews and feedback in particular, have made customer views, sentiment and learning as important to a brand as product development.

But staying on top of the countless volume at scale and in real time can be challenging and is beyond the reach of traditional review and feedback management tools.

AI-powered tools take your insights even further, beyond anything that's been previously possible. It not only proactively delivers real-time, actionable insights, it also eases the burden on marketing teams.

However, **it's important to remember that AI is a tool, not a strategy.** While AI has a clear role to play in boosting marketing intelligence, and reducing the cost of acquiring that intelligence, it should never replace the authentic customer voice it is analyzing.

AI transformation is happening all around us from niche instances to the day-to-day, and elements of AI capabilities, such as NLP, are becoming de rigueur.

At a time when customer loyalty is being challenged, AI delivers differentiation, enabling any organization to boost customer experiences through insight, intelligence and understanding and staying firmly on top of the game.

GenAI is already becoming the most important marketing tool in town. If you're not using it, rest assured your competitors will.

