

Customer Feedback Analysis



Challenge

Direct customer feedback now comes through various channels, highlighting the growing need to filter and analyze business-relevant information effectively. Additionally, indirect feedback—such as that found in forums or social media groups (Facebook, X, Instagram, etc.)—must also be assessed to identify potential trends or gauge the impact of marketing activities early on. Actionable insights should be promptly converted into improvement measures, as traditional market research often proves too slow, with findings arriving too late.



Solution

Our solution uses automated, AI-driven technology to analyze customer feedback with speed and precision. It extracts and organizes relevant feedback from multiple sources, then leverages AI and Large Language Models (LLMs) to uncover key drivers behind customer opinions. This streamlined approach ensures targeted, timely responses to customer needs in scenarios such as:

- Market entry (also gathering opinions before the product is on the market)
- Service feedback
- Customer interest
- Product feedback
- Market comparison
- Supplier analysis
- Community management



Customer Feedback Analysis is the process of systematically gathering and analyzing customer data. By evaluating and interpreting feedback, businesses gain valuable insights into customer satisfaction, needs, and expectations. Today, decisions based on these insights must be made swiftly, as they are essential for long-term business success.



Key Benefits

The Price Intelligence Hub is customized to the specific requirements of a company and the concrete case of pricing. This is done through a proven process that has already proven itself in the field. This approach can be broken down into several steps:

Protect your reputation

Detect problems up to 6 months in advance

Save time and money

Identify causes of errors in 10 minutes (instead of days or months)

Understand customer needs

Identify trends with just 100 comments online vs. > 5,000 (benchmarks)

Market and competitive analysis

Benchmark competitors' products based on end-user feedback



Strategy

Identify

- Acquire over 80,000 real-time data feeds
- Utilize Large Language Models (LLM) to analyze feedback
- Identify problems and opportunities for product improvement from customer feedback

Quantify

- Visualize data using tools and argument clusters
- Quantify the monetary impact of recurring product issues

Act

- Derive improvement opportunities from market insights, competitive benchmarking, and customer demand analysis
- Integrate findings into existing processes and systems



Why T-Systems?

- A team of subject-specific experts with extensive project experience in the automotive sector
- Proven capability in implementing price recommendation engines
- Flexible team size, adaptable to meet customer requirements
- In-depth consulting knowledge on automotive sales and aftersales topics
- Our team members are based in Germany and across Europe, with strong language skills in German and English

Contact

Internet: www.t-systems.com/contact

E-Mail: info@t-systems.com

Tel: 00800 33 090300*

* from the following countries: Austria, Belgium, Denmark, France, Germany, Great Britain, Luxembourg, Netherlands, Norway, Poland, Portugal, South Africa, Spain, Sweden and Switzerland.

Published by

T-Systems International GmbH
Automotive / Customer Experience
Hahnstraße 43d
60528 Frankfurt am Main
Germany