



## Product Reviews and Voice-of-Customer (VoC) Analysis

### Client

Leading global manufacturer of PCs and a Fortune 500 Company

### Industry

Technology

## BUSINESS REQUIREMENT

The client, one of the world's largest providers of personal computers and a Fortune 500 company, wanted to collect product reviews data from leading retailers, marketplaces, social media websites and forums, and use the insights from the data to help improve their overall customer experience (CX). Their existing partner was unable to collect product reviews from the required data sources, especially from some of the leading marketplaces and technology forums. In addition, the speed of data collection was slow, and many products reviews were not being captured. The client engaged Course5 Intelligence to help them collect, process and derive insights from the product reviews data to help their CX team better understand:

- ✔ Brand perceptions and user needs related to product, both pre- and post-purchase
- ✔ Brand experience and 'product vs. service' feedback post-purchase
- ✔ Aspects related to product use that are either deteriorating or improving

## APPROACH

- ✔ The Course5 team deployed the AI-enabled competitive intelligence platform, Course5 Compete, to capture and classify product review data from 25 different data sources on a weekly basis.
- ✔ The platform collects both historical (up to 2 years) as well as new product reviews on a weekly basis, and pushes the processed data to the client's environment where it is used for their Voice of Customer (VoC) analysis.
- ✔ Weekly dashboards are published and detailed reviews are conducted to evaluate data coverage and accuracy and draw insights based on the collected product reviews.

## OUTCOME

- ✔ Course5 developed an end-to-end platform that integrates structured and unstructured data from disparate sources and draws insights using a combination of quantitative, qualitative, and analytical methodologies.
- ✔ With Course5 Compete, the client has been able to collect data two times faster than with their previous partner, and reduce the turnaround time for adding new products.
- ✔ The timely receipt of product reviews data, along with the improved data accuracy and product coverage, have ensured that the CX team are able to generate their weekly insights/reports on time and take relevant actions based on customer feedback.

Over 250,000 product reviews collected for 6000+ products  
on a yearly basis across 5 global marketplaces/etailers



## About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.