

# AI-BASED CUSTOMER FEEDBACK PROCESSING

The Customer Service Module of Avalon AI enables organizations to efficiently analyze large volumes of customer reviews and feedback, whether sourced from Google reviews, emails, surveys, or app ratings. By leveraging artificial intelligence, the solution delivers actionable insights from unstructured data quickly identifying areas for improvement in customer satisfaction, product quality, and service delivery.



SCALABLE, AUTOMATED  
FEEDBACK MANAGEMENT



CATEGORIZED,  
ACTIONABLE INSIGHTS



ENHANCED, DATA-BASED  
DECISION-MAKING



IMPROVED BRAND  
PERCEPTION

## 01 AI-POWERED PROCESSING & CATEGORIZATION

- **Translation:** Multi-language feedback is standardized by translating it into the language of choice.
- **Content Quality Filtering:** Irrelevant or toxic feedback is flagged and handled separately, ensuring meaningful insights.
- **Flagging Specific Mentions:** Comments about individuals are highlighted for focused review.
- **Automated Categorization:** Feedback is sorted into predefined main categories based on its content.

## 02 DATA ANALYSIS & REPORTING

- Aggregated insights segmented by key variables.
- Feedback is categorized into critical areas highlighting strengths and weaknesses for each category.
- Specialized reports filter out reviews without text, providing focused insights into areas needing improvement.
- Comparative reporting tracks performance over time.
- Benchmark reports compare results against top performers.

