Social Listening leads to Enhanced Customer Experience

Scope

- vehicle part failure from online sources/forums/social media to understand vehicle part failure related complaints, suggestions, benchmarks, trends etc.
- Online and Offline Data Ingestion & analysis
- Sentiment analysis and identification of issues using NLP
- Customer feedback data analysis by AI(NLP) to identify key patterns and highlight issues/observations
- User reports creation for all analyzed data

	Team Size	Phases/Model	Duration	Business Impact
	6	Fixed Price	4.5 months	VOC for Enhancing CX