

Gain Actionable Insights from **Customer Review**





WELCOME TO INFERENCE LABS

In today's competitive business landscape, understanding your customers' needs and preferences is crucial to staying ahead of the game. However, with the explosion of digital channels and the rise of social media, gathering and analyzing customer feedback can be a daunting task.

Using natural language processing (NLP) technology, Review Now allows businesses to extract valuable insights from unstructured data sources such as e-commerce website reviews, and social media interactions

At Inference Labs, we offer a comprehensive Review Now solution to provide our clients with actionable insights. Our solution is flexible, scalable, and tailored to your specific business needs.



REVIEW NOW

Review Now is an AI-based platform that lets you analyze the reviews of your products and brands on an e-commerce website and social media platforms such as Amazon, Flipkart, YouTube, Instagram, and so on.

Our product helps you to understand customer preferences, pain points, reactions, and sentiment trends over a period based on the reviews under the product of a brand by calculating the sentiments of the reviews and identifying key features that help the business to focus on parts of growth using customized AI models.





HOW DOES IT WORK?

Online Analysis



- Review Now analyzes millions of comments and reviews for each brand or product using AI. Businesses utilize these reviews to better understand the needs and preferences of their customers and to inform product adjustments based on user interactions.
- Additionally, it assists in analyzing the product reviews by your rivals and notifies you of the actions you need to do to place your brand and/or product more effectively.
- Review Now helps and directs us in figuring out why some things aren't working properly or what is being done incorrectly.

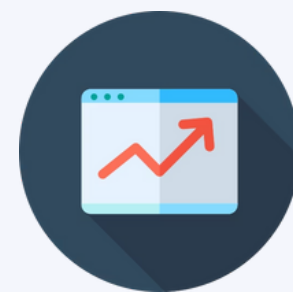


WHY SHOULD CHOOSE REVIEW NOW?



Understand customer sentiment

Analyze customer feedback to identify how customers feel about your brand, products, and services.



Identify emerging trends

Keep up to date with the latest market trends by analyzing customer conversations.



Improve customer support

Identify common issues in customer support conversations to improve your support processes.



Enhance product development

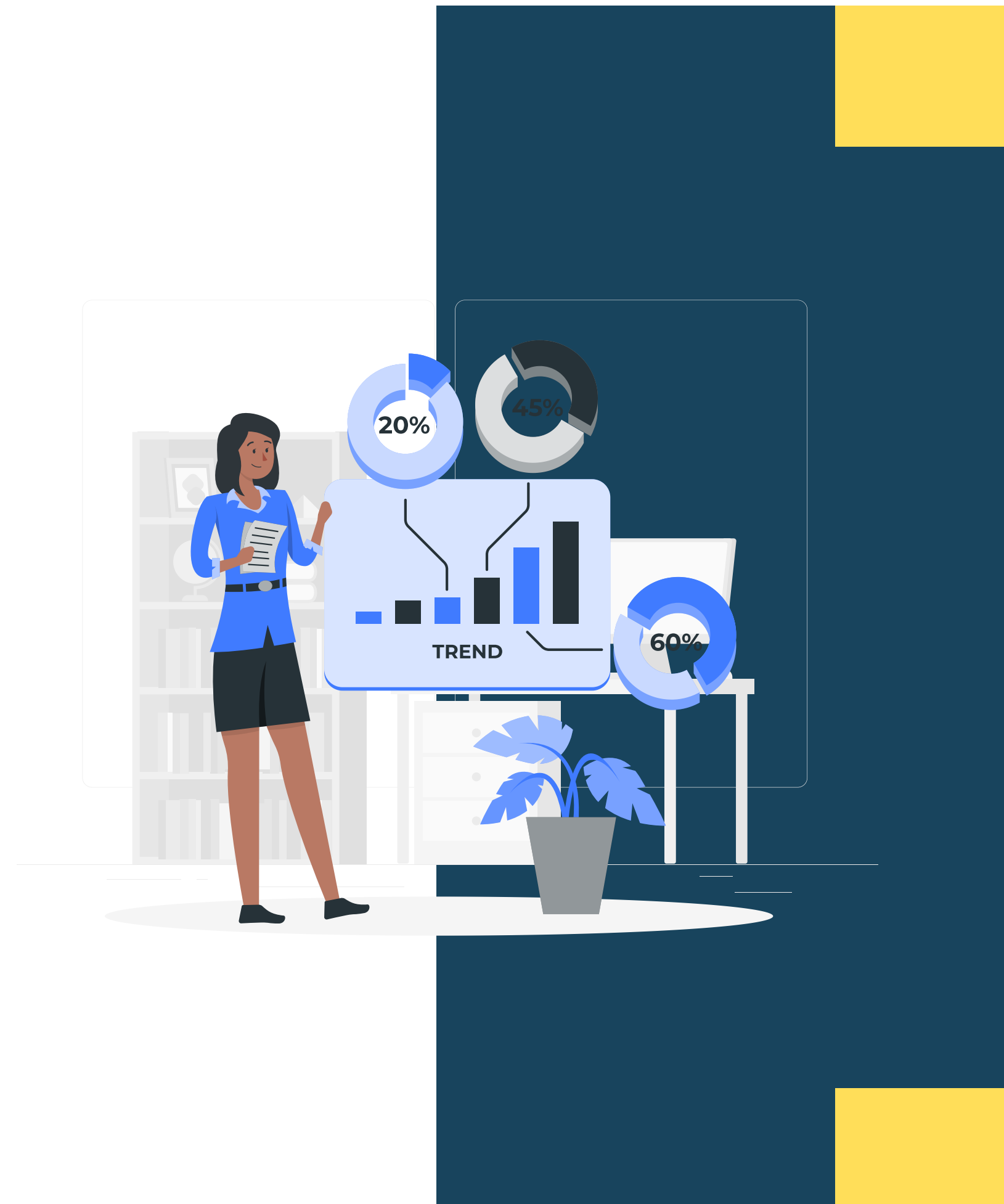
Understand customer preferences and pain points to make informed decisions about product development.



KEY FEATURES

Sentiment Analysis:

- Review Now uses a variety of methods to gauge customer sentiment. To ascertain the customer's attitude towards your brand.
- To learn what customers think of the product, it compiles consumer reviews from all e-commerce and social media websites. As a result, this will assist the business in making the necessary product modifications and improving the customer experience.





BENEFITS

Brand Performance: Review Now tracks consumer sentiment and informs you of what they think of your brand. It also aids in researching what people are saying about your brand on various social media networks. Consequently, this informs you of the performance of your brand. You may improve the performance of the brand by making changes based on customer feedback.

Competitive Analysis: Provide information on the competitors. Compare your product to that of the competitors while pointing out where they fall short, their areas of strength, their market position, and much more. You will be better able to identify your areas for development and the efforts you must make to outperform your competitors as a result.

Customer Satisfaction: Once the customer's feedback has been obtained, it is simple to comprehend what they think of the product and what improvement they would want to see. This enables the business to modify the product appropriately. Customers will be pleased to see the improvements made in response to their ideas as a consequence, which ultimately leads to customer retention.



BENEFITS



Customer Loyalty: Review Now enables businesses to offer improved customer satisfaction and a better customer experience. As a result, the company attracts loyal customers who prefer to remain associated with it.



Customer Advocacy: Review Now is a customer-friendly platform. It prioritizes customer feedback and works to make the product better to provide a user-friendly solution in order to gratify customers and enhance the customer experience.



Brand Equity: Review Now determines brand value based on consumers' opinions of the brand and their experiences with it. It gathers opinions and feedback from customers about the product. This will aid in figuring out whether or not the customer is happy with the brand. Positive customer sentiment about the product is a sign of strong brand equity.



USE CASE



E-Commerce: In order to improve logistics and delivery services, it is important to understand how customers feel about shipping timelines and delivery encounters. Improving the user experience on the website by analyzing user feedback on product descriptions, pictures, and other data.



Rapidly shifting consumer products: Monitoring and analyzing sentiment in social media discussions of particular products might help find any flaws with quality control that need to be fixed. Based on consumer preferences and demands, sentiment analysis is used to find potential for new product development.



Retail: Assessing customer satisfaction with in-store experiences, such as customer service and store design, in order to enhance the overall shopping experience. Monitoring product reviews posted online to spot any patterns or trends in customer feedback and using that data to inform product positioning and suggestions.



Healthcare: Improving patient outcomes and satisfaction by analyzing patient attitudes towards particular medical treatments, procedures, and drugs. Sentiment analysis is used to track social media mentions about healthcare organizations and medical practices in order to find potential for patient engagement and areas for development. With sentiment analysis, organizations can make data-driven decisions and enhance their offers by learning more about consumer experiences, preferences, and pain points.



ABOUT US

Inference Labs is a living lab representing a customer-centric, systematic approach and integrated innovation to solve business-data problems with multiple real-life contexts solutions.

At Inference, we believe in value creation and positive impact to our customer communities in co-creating models and analytical applications. The company was founded in 2018 and has more than 30 international clients, 50+ projects, and partners with StartUP India and NASSCOM.

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