



## Featured Success Story

Automated feedback collection reduces 90% of FMCG company's manual work

Client: A multinational fast-moving consumer goods (FMCG) company

# Challenges

- Steep increases in the costs of customer feedback analysis
- Lack of resources to consolidate feedback in a timely manner
- Promotional campaigns that aren't personalized
- Significant delays in gathering customer insights across sales and research and development (R&D) teams
- Decreased customer satisfaction (CSAT) for six months



# Solutions

- An automated analytics solution that provides real-time consumer feedback
- Employed natural language processing (NLP) to quickly aggregate feedback and extract unstructured texts, such as interactions and communication preferences
- Fully customizable dashboard for tracking KPIs and CSAT scores across the customer journey





# Value Delivered

- Saved hundreds of hours per month and reduced 90% of resources that were previously spent on manually reading and labeling messages
- Uncovered insights, like new customer pain points, that helped in marketing communication optimization
- Developed alerting systems that that enabled real-time marketing



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