

Customer Feedback Analysis: Insights from Top Clients Over Five Years

Gladice Lee – Business Operations & Strategy Analyst, Sales Department
Conducted Using TARFlow Platform with Dr. Hwang San-Yih



Overview of the Study

01 Dataset

Analysis based on five years of data from the top 10 clients with the highest yearly purchases

02 Survey Scope:

Feedback on three key aspects:

1. Sales representatives
2. Products offered
3. Overall company and service quality

03 Tools & Expertise:

Conducted on the Text Analytics and Retrieval Flow (TARFlow) platform with text-mining tools.

Guided by business advisor Dr. Hwang San-Yih, leveraging his expertise.

Analysis Process

1. Preprocessing Steps:

Vocabulary Replacement (替換字彙)	Ensures consistent terminology by standardizing synonymous terms in the dataset
Chinese Word Segmentation (中文斷詞)	Utilized NLP tokenization techniques to break down Chinese text into meaningful units for analysis
Stop Word Removal (清除停用字)	Eliminated non-informative words, such as conjunctions and prepositions, to enhance the focus on key insights
Document-Term Matrix (DTM) Creation	Transformed raw text data into a structured matrix format, mapping word frequencies across documents for further analysis

2. Visualization & Summarization:

Association Word Clouds (關聯式文字雲)	Generated visually engaging word clouds using Shiny, highlighting frequently co-occurring terms to reveal patterns and relationships
DTM Summarization (DTM 匯總)	Aggregated and summarized DTM data to identify dominant themes, trends, and sentiment across feedback categories



01

Feedback on Sales Representatives



Key Findings: Sales Representatives



DTM Dictionary Highlights

- The analysis categorized terms related to feedback on sales representatives, emphasizing positive attributes like professionalism, responsiveness, and after-sales service

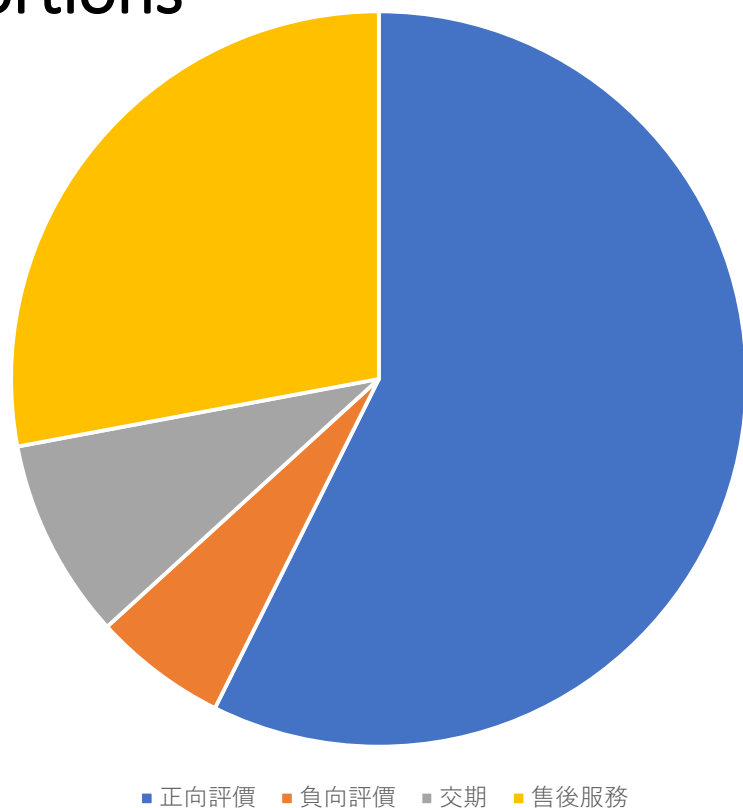


Category Analysis

Category	Data Count	Proportion
Positive Feedback	39	57%
Negative Feedback	4	6%
Delivery Time	6	9%
After-Sales Service	19	28%
Total	68	100%

Key Findings: Sales Representatives

Pie chart illustrating feedback proportions



Word cloud showing key terms related to sales representatives



Key Findings: Sales Representatives



Analysis Results:

- Positive Trends: Customers appreciated professionalism, quick responses, and high-quality after-sales support.
- Improvement Areas: Issues with delayed responses and delivery scheduling need to be addressed.

02

Feedback on Products Offered



Key Findings: Products Offered



DTM Dictionary Highlights

- The analysis categorized terms focusing on product performance, pricing, and after-sales maintenance.

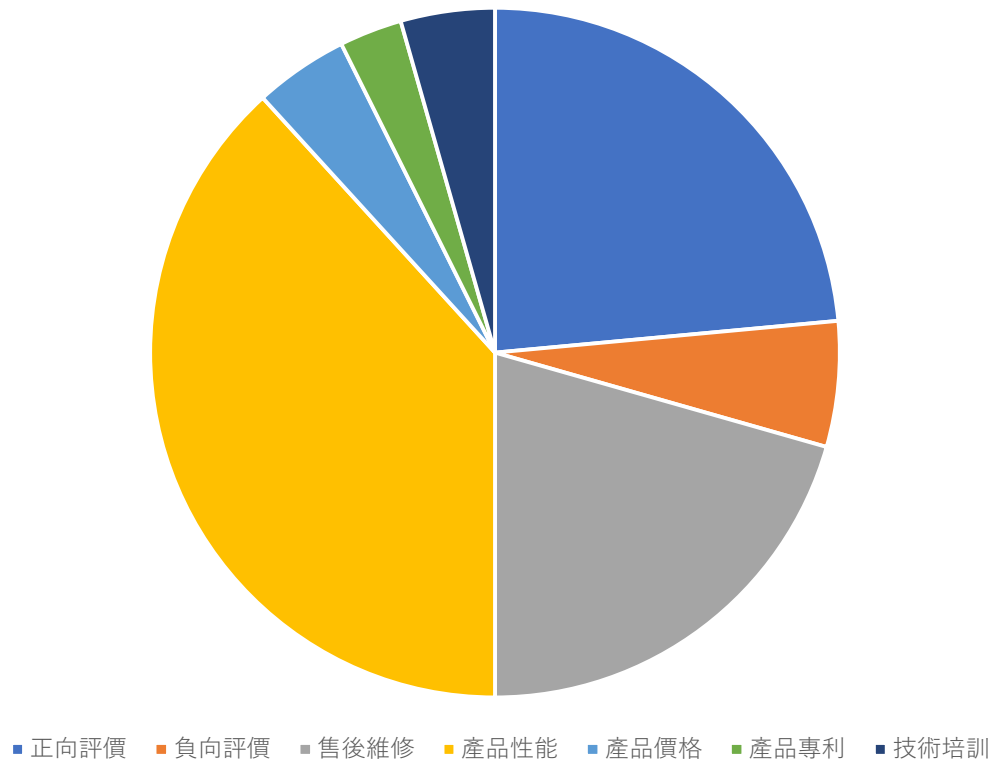


Category Analysis

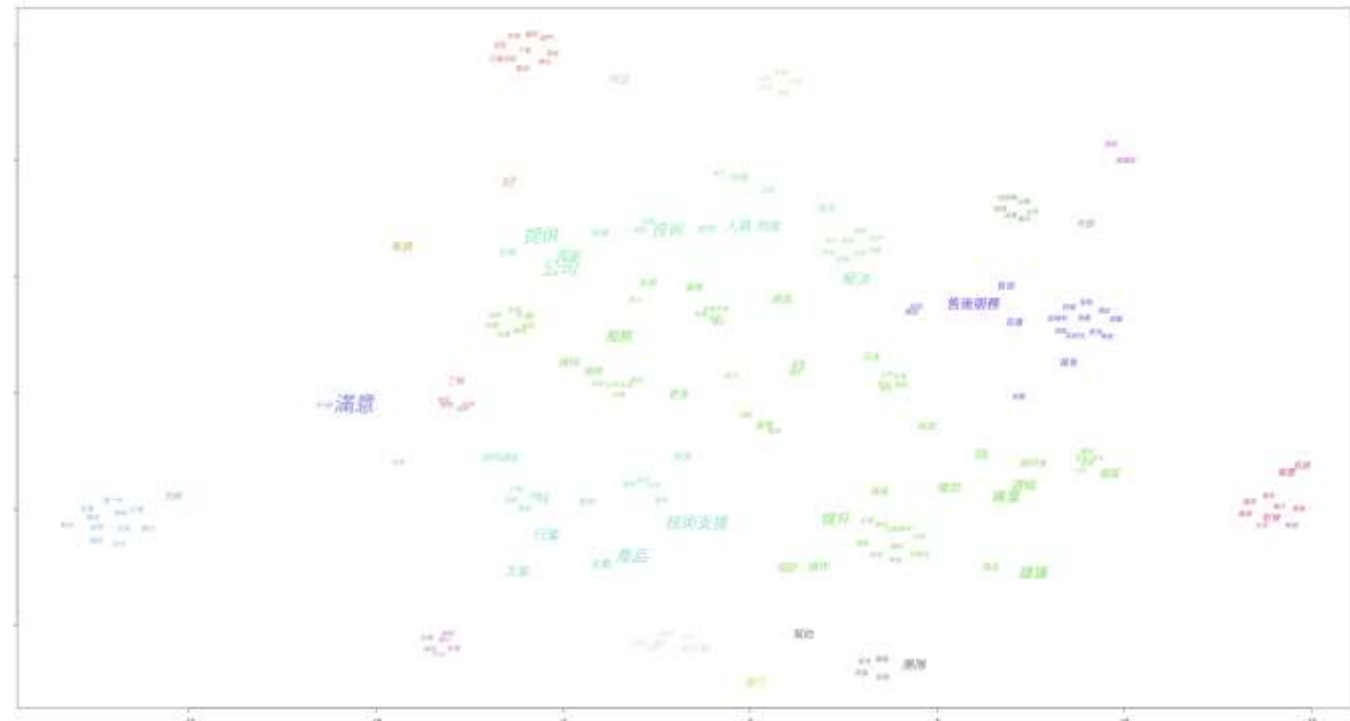
Category	Data Count	Proportion
Positive Feedback	16	24%
Negative Feedback	4	6%
After-Sales Maintenance	14	21%
Product Performance	26	38%
Product Pricing	3	4%
Product Patents	2	3%
Technical Training	3	4%
Total	68	100%

Key Findings: Products Offered

Pie chart illustrating feedback proportions



Word cloud showing key terms related to sales representatives



Key Findings: Products Offered



Analysis Results:

- Positive Trends: Customers appreciated professionalism, quick responses, and high-quality after-sales support.
- Improvement Areas: Issues with delayed responses and delivery scheduling need to be addressed.

03

Feedback on Overall Company and Service



Initiative prioritization matrix



DTM Dictionary Highlights

- Terms categorized feedback on service efficiency, order processes, and technical support quality.

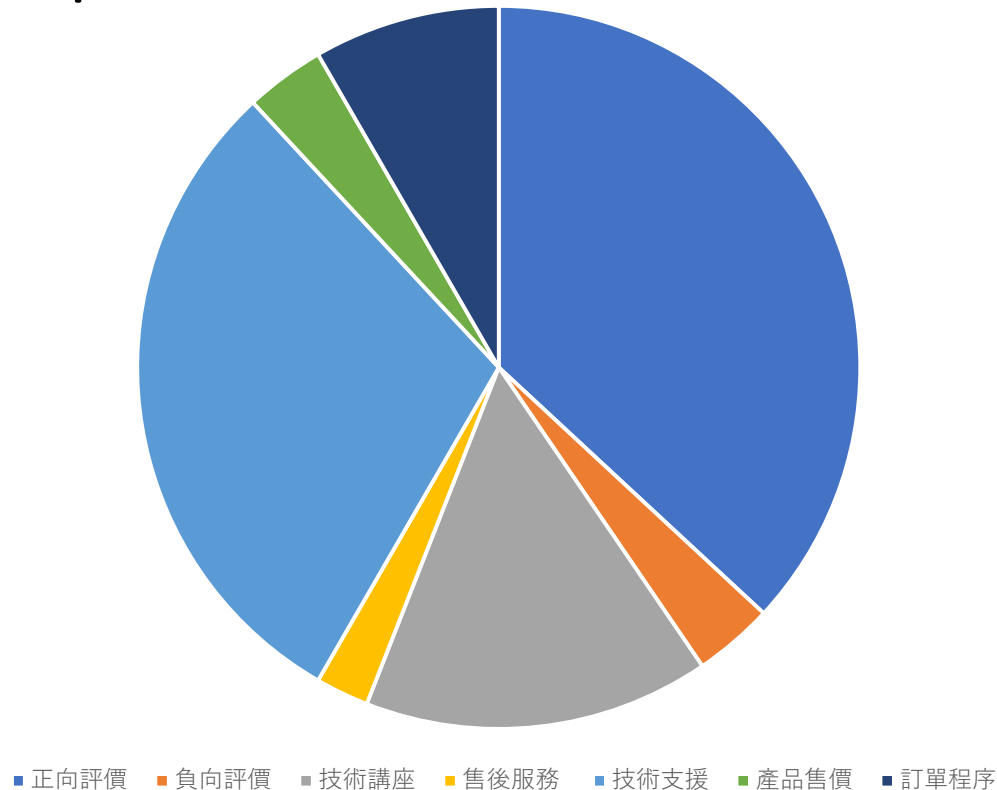


Category Analysis

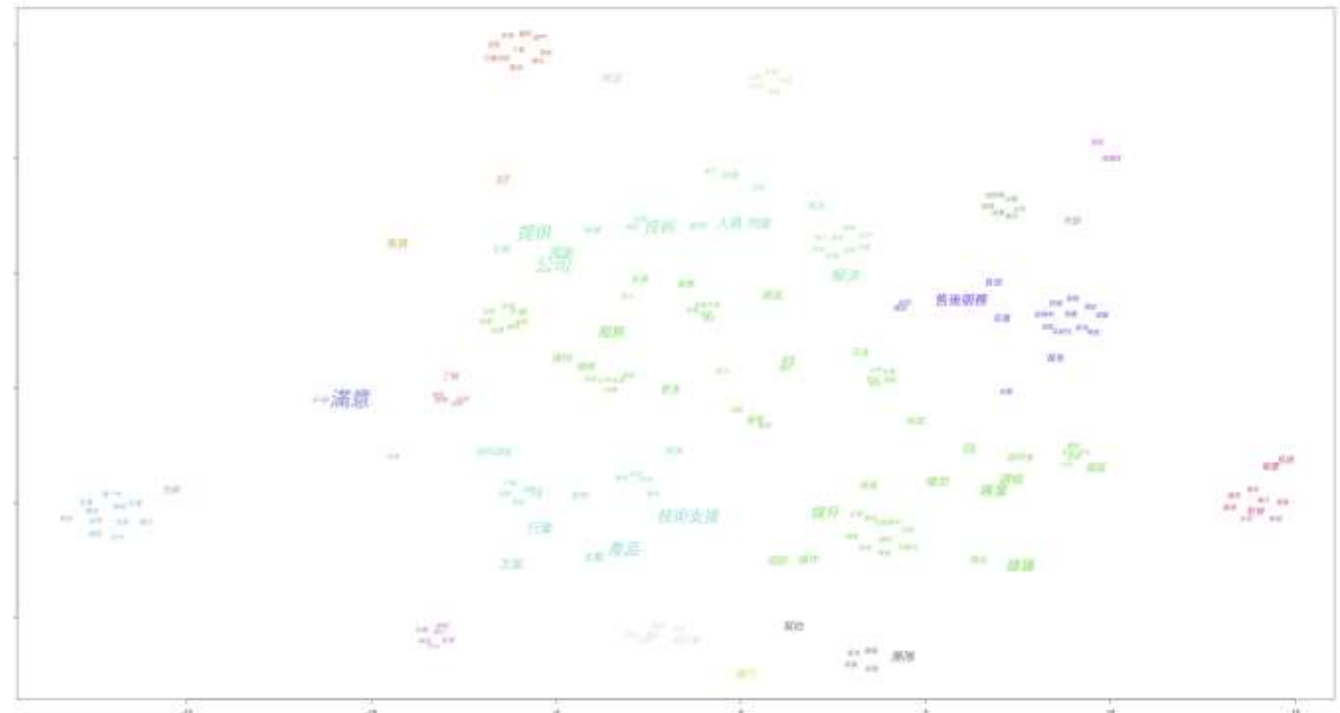
Category	Data Count	Proportion
Positive Feedback	31	37%
Negative Feedback	3	4%
Technical Seminars	13	15%
After-Sales Service	2	2%
Technical Support	25	30%
Product Pricing	3	4%
Order Process	7	8%
Total	84	100%

Key Findings: Products Offered

Pie chart illustrating feedback proportions



Word cloud showing key terms related to sales representatives



Key Findings: Products Offered



Analysis Results:

- Positive Trends: Customers appreciated professional technical support and smooth order processes.
- Improvement Areas: Address pricing transparency and improve the order management system.

Insights and Recommendations



Actionable Insights

Sales Representatives

Insight

Customers value professionalism, quick responses, and high-quality after-sales support

Negative feedback highlights delays in response and inconsistent follow-ups

Recommendations

Implement Advanced CRM Tools: Integrate Customer Relationship Management (CRM) systems with AI-powered reminders to ensure timely responses

- **Provide Targeted Training:** Develop training modules focusing on improving communication, empathy, and proactive customer interaction

- **Establish Feedback Loops:** Regularly collect and review client feedback to identify improvement opportunities and reward high-performing representatives

Actionable Insights

Products Offered

Insight

Customers appreciate product performance, reliability, and detailed after-sales support

Concerns about compatibility, insufficient product training, and inconsistent maintenance

Recommendations

Enhance Product Training Programs: Introduce detailed training sessions and user-friendly manuals to guide customers on product usage

Optimize Compatibility Testing: Collaborate with clients to identify compatibility issues early and provide tailored solutions

Strengthen After-Sales Maintenance: Expand maintenance teams and develop faster ticket resolution processes for repairs

Actionable Insights

Overall Company and Service

Insight

Customers highly value technical support, seminars, and efficient order processes

Negative feedback suggests pricing transparency and order management are areas for improvement

Recommendations

Increase Pricing Transparency: Publish detailed cost breakdowns or implement dynamic pricing calculators to enhance client trust

Streamline Order Processing: Automate order workflows with end-to-end tracking systems to reduce errors and delays

Expand Technical Seminars: Host more frequent seminars or webinars to educate clients on advanced technical topics and innovations



Acknowledgment

Disclaimer:

This presentation provides a brief overview of the comprehensive customer feedback analysis study. Due to business confidentiality and credential restrictions, certain sensitive data and insights cannot be disclosed publicly.

Special Thanks:

To Dr. Hwang San-Yih for his invaluable guidance and expertise.
To the TARFlow platform team for providing essential tools and support.



Questions and Discussion

Thank you for your attention!
Please feel free to ask questions
or provide feedback.

