

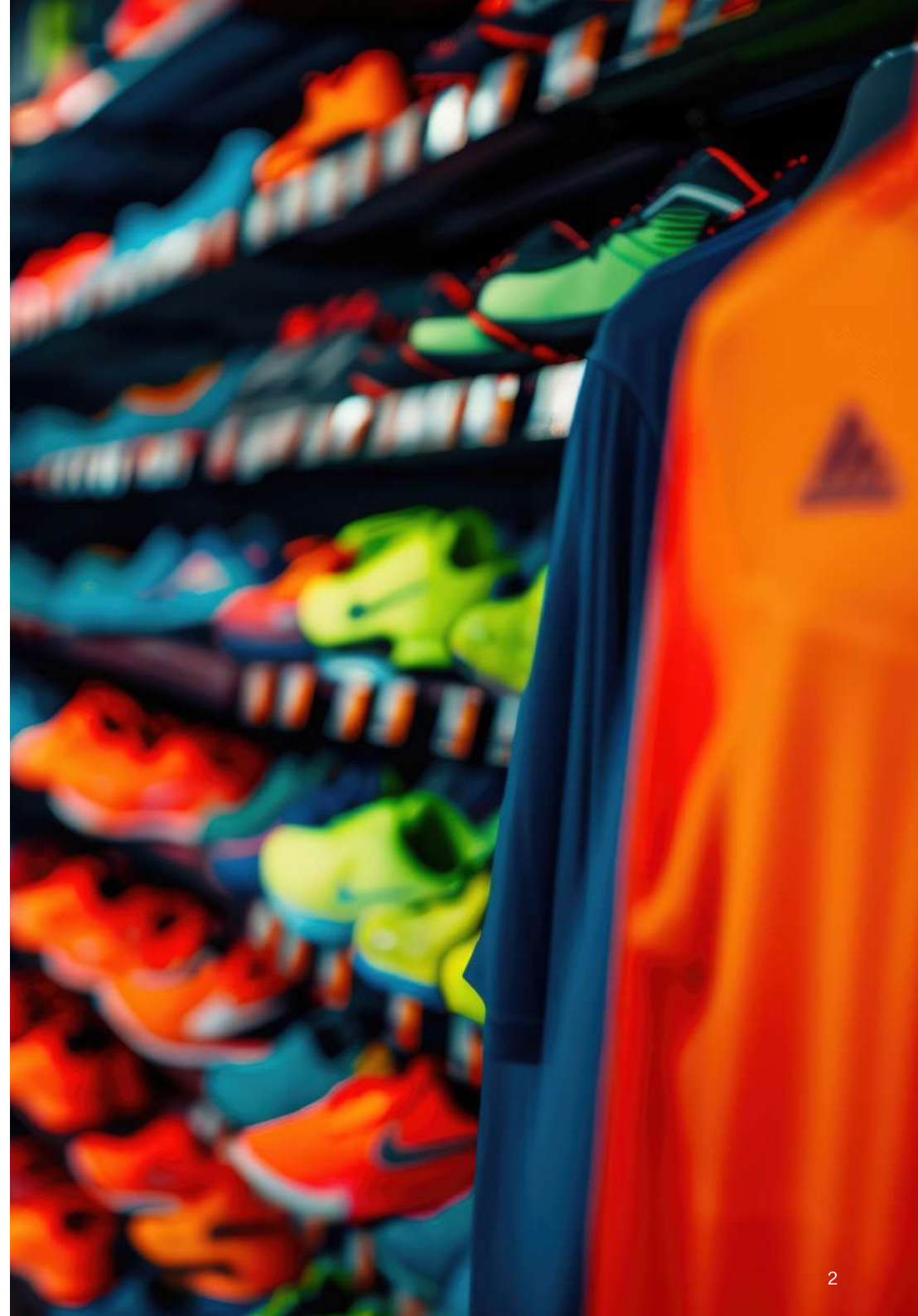


Mastering Feedback: Implemented Text Analytics Algorithms to Benefit Multinational Sport Retailer

SUCCESS STORY

Client Overview

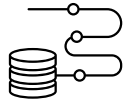
The client is a multinational sports goods retailer with retail outlets worldwide. Renowned for their commitment to quality and innovation, they specialize in offering a wide range of sports products, including apparel, footwear, equipment, and accessories, catering to athletes, fitness enthusiasts, and sports communities of all levels. Their deep-rooted focus on the sporting world extends beyond just products; they actively engage with and support the surrounding sporting community through sponsorships, events, and initiatives that promote health, wellness, and active lifestyles. This dedication to the sports industry has positioned them as a forward-thinking brand, enabling them to invest heavily in cutting-edge innovations and technologies.



Scaling The Data for Business Success

The client aims to build a robust review analytics and insights platform to address the growing need for data-driven decision-making. They require a solution enabling the extraction, analysis, and visualization of customer reviews from diverse sources, providing actionable insights tailored to their business objectives.

Below are the key business requirements outlined for this initiative:



Create an Extraction Pipeline for Reviews:

Create an automated pipeline to gather customer reviews from various sources, such as e-commerce platforms, social media, and review websites. Ensure it can handle large data volumes while maintaining data integrity and consistency.



Perform Text Analytics to Classify & Summarize Reviews:

Utilize natural language processing (NLP) techniques to quickly categorize reviews, identify key themes, and generate concise stakeholder summaries to understand customer sentiments and feedback.



Generate User-Specific Analysis:

Customize analysis to align with business goals, improve product quality and customer experience, identify market trends, and provide dashboards and reports for various user roles for actionable insights.



Develop a Product Layer with Tabs:

Develop a user-friendly product interface with dedicated tabs for stakeholders, enabling role-based access for easy navigation and retrieval of relevant insights.

From Reviews to Results Using teX.ai

A sports retail company with a vast repository of customer feedback sought to transform this wealth of data into actionable insights. To address this need, Indium leveraged teX.ai's advanced text extraction and classification modules to develop a cutting-edge solution.

Key Highlights in Text Analytics Engine:

- ▶ Developed an extraction pipeline to collect review data from multiple sources, including Trustpilot, Mopinion, Yext, and OpenVoice.
- ▶ Developed CDC logic in Python to extract new reviews automatically. Implemented automatic refresh at a fixed frequency.
- ▶ Analyzed and categorized positive and negative responses for each attribute.
- ▶ Identified the top 3 negative categories/ keywords (having maximum negative key phrases associated with them) and sent them as push notifications.
- ▶ Enabled semantic search to find specific keywords in reviews.
- ▶ Reviews clustered/ classified in pre-defined categories for faster analysis.

Key Highlights in the Application Layer:

- ▶ Identified latent topics and associated keywords, allowing users to click on keywords for specific review navigation.
- ▶ Implemented search functionality for store managers to identify relevant positive and negative keywords quickly.
- ▶ Set up roles and permissions based on stakeholder hierarchy and store locations to ensure appropriate access.
- ▶ Aggregated review counts across months, segregating them by product, store, etc., for deeper analysis.
- ▶ Sent push notifications highlighting stores and categories with higher negative reviews.
- ▶ Provided managers with access to store and category-level results, enabling them to perform drill-downs for root cause analysis.

Indium Unifying Customer Feedback for Better Business Decisions

Indium's solution empowered the sports retailer to unlock the full potential of their customer feedback, transforming raw data into actionable insights. This enabled them to drive stronger brand loyalty and competitive advantage in the global sports retail market.

- ▶ Voice of Customer Insights significantly improved business decisions, providing a valuable and in-depth understanding of customer needs and preferences.
- ▶ Achieved an **80% reduction** in response time as store managers promptly addressed customer grievances through timely push notifications.
- ▶ Experienced a **50%+ increase in Net Promoter Score (NPS)** due to faster grievance redressal and improved staff response.
- ▶ Implemented Elasticsearch for enhanced data management, ensuring efficient storage and retrieval of information.
- ▶ Adopted a modular Software-as-a-Service (SaaS) deployment model, enabling flexible and scalable application deployment for improved customer experience.





About Indium

Indium is an AI-driven digital engineering company that helps enterprises build, scale, and innovate with cutting-edge technology. We specialize in custom solutions, ensuring every engagement is tailored to business needs with a relentless customer-first approach.

Our expertise spans Generative AI, Product Engineering, Intelligent Automation, Data & AI, Quality Engineering, and Gaming, delivering high-impact solutions that drive real business impact.

With 5,000+ associates globally, we partner with Fortune 500, Global 2000, and leading technology firms across Financial Services, Healthcare, Manufacturing, Retail, and Technology—driving impact in North America, India, the UK, Singapore, Australia, and Japan to keep businesses ahead in an AI-first world.

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