

Customer Opinion Analysis Using the API REST

/virtualbot/sentiment/sentiment_analysys

Market: Online stores, marketplaces, e-commerce platforms.

Description:

The API REST /virtualbot/sentiment/sentiment_analysys, utilizing advanced OCR and a multimodal LLM, allows real-time analysis of customer reviews and comments on products and services on e-commerce platforms. Sentiment analysis enables online stores to identify whether customers are satisfied or frustrated with a product, while intent analysis helps detect if the customer is undecided about a purchase or seeking more information. This provides a comprehensive view, enabling stores to react and adjust their customer service and sales strategies in real-time.

The system can process both handwritten and digital text, making it useful for a variety of sources, from product reviews to customer service queries. By connecting with a multimodal LLM, the system classifies and structures the obtained information, allowing proactive actions to improve the customer experience.

Specific Advantages:

1. Improved Shopping Experience:

- **Sentiment Detection:** The system detects whether product reviews and opinions are positive, negative, or neutral, enabling online stores to adjust their customer service approach based on the customers' emotional state.
- **Personalized Support:** By detecting customers' emotions and intentions, stores can offer personalized support, addressing concerns or doubts before customers abandon the purchase, thus improving satisfaction.

2. Reduced Shopping Cart Abandonment:

- **Identifying Uncertainties:** Real-time intent analysis helps detect frustrations or doubts that could lead to shopping cart abandonment. With this information, stores can proactively intervene, providing answers or recommendations to resolve the customer's concerns.
- **Optimized Conversion:** By addressing issues before the customer abandons the purchase, conversion rates improve, leading to more successful sales.

3. Promotion of Personalized Recommendations:

- **Segmentation by Purchase Intent:** The system allows segmenting customers based on their purchase intent, offering personalized recommendations tailored to their level of interest or search for additional information. This helps online stores offer complementary products or guide the customer toward a more informed purchase.
- **Real-Time Recommendations:** With information obtained from sentiment and intent analysis, stores can recommend products in real time, maximizing cross-selling opportunities and improving customer satisfaction.

4. Proactive Adjustment of Marketing Strategy:

- **Real-Time Reaction Analysis:** Real-time analysis of customer emotions allows brands to adjust their advertising campaigns and marketing strategies to better connect with the audience.

- Rapid Adaptation to Perception Changes: If frustration or confusion is detected regarding certain products or promotions, stores can quickly adjust their communication or product presentation to reduce dissatisfaction.

5. Continuous Improvement of Customer Service:

- Proactive Assistance: By detecting negative emotions or doubts from customers, customer service teams can proactively intervene, providing additional information or resolving issues before customers post negative comments online.
- Satisfaction Monitoring: Online stores can continuously track the emotions and sentiments expressed by customers, allowing them to constantly improve service quality and the shopping experience.

Key System Integrations:

1. E-commerce Platforms:

- Recommended platforms: Shopify, WooCommerce, Magento.
- How it works: The system can integrate with e-commerce platforms to analyze customer reviews, queries, and behaviors in real-time, optimizing the shopping experience and improving conversion.

2. Customer Service Platforms:

- Recommended platforms: Zendesk, Freshdesk, Salesforce Service Cloud.
- How it works: By integrating with customer service tools, the system can provide proactive alerts to agents to respond to frustrated customers or those needing additional assistance, improving operational efficiency.

3. Marketing and Automation Platforms:

- Recommended platforms: HubSpot, Marketo, Mailchimp.
- How it works: Sentiment and intent analysis can be integrated into automated marketing campaigns, allowing segmentation and personalization of campaigns based on the customer's emotional state.

4. Data Analytics Tools:

- Recommended platforms: Google Analytics, Tableau, Power BI.
- How it works: Customer sentiment and feedback analysis can be integrated into data analytics platforms to generate detailed reports on user emotional states and improve strategic decision-making.

Conclusion:

The API REST /virtualbot/sentiment/sentiment_analisys provides a powerful tool for online stores and marketplaces, enabling real-time analysis of customer emotions, sentiments, and intentions. With the ability to improve the shopping experience, reduce cart abandonment, and offer personalized recommendations, online stores can optimize their sales and marketing efforts, increasing customer satisfaction and enhancing their business outcomes.