

Leading SaaS work execution platform

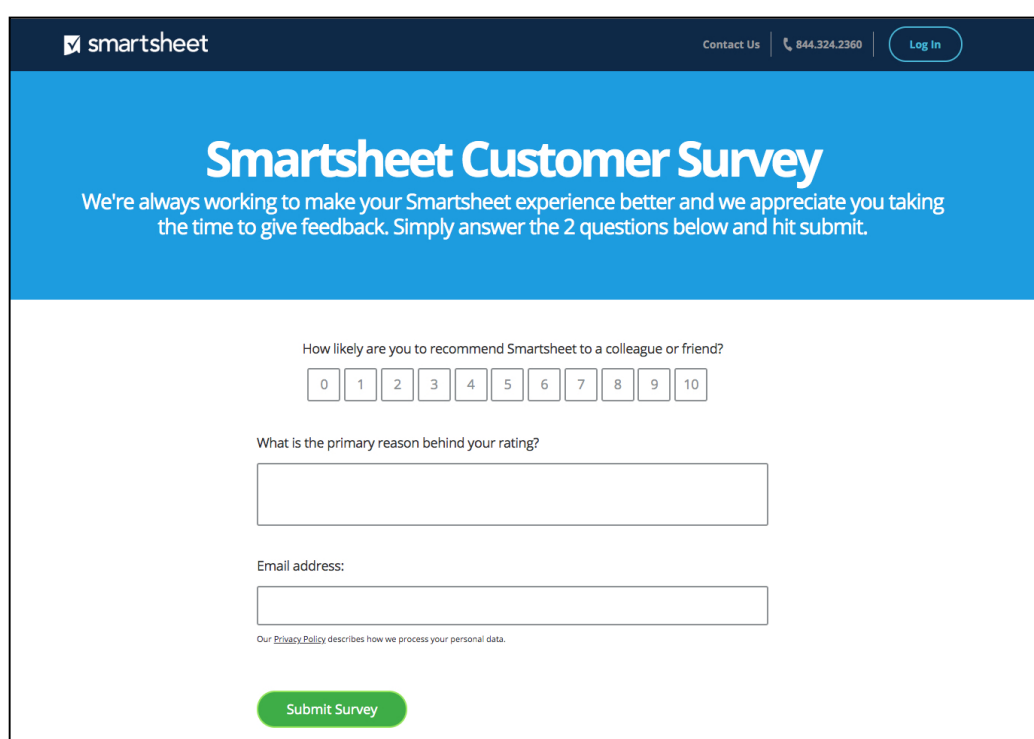


Used by more than 4 million people across 190 countries



Range of tools and features

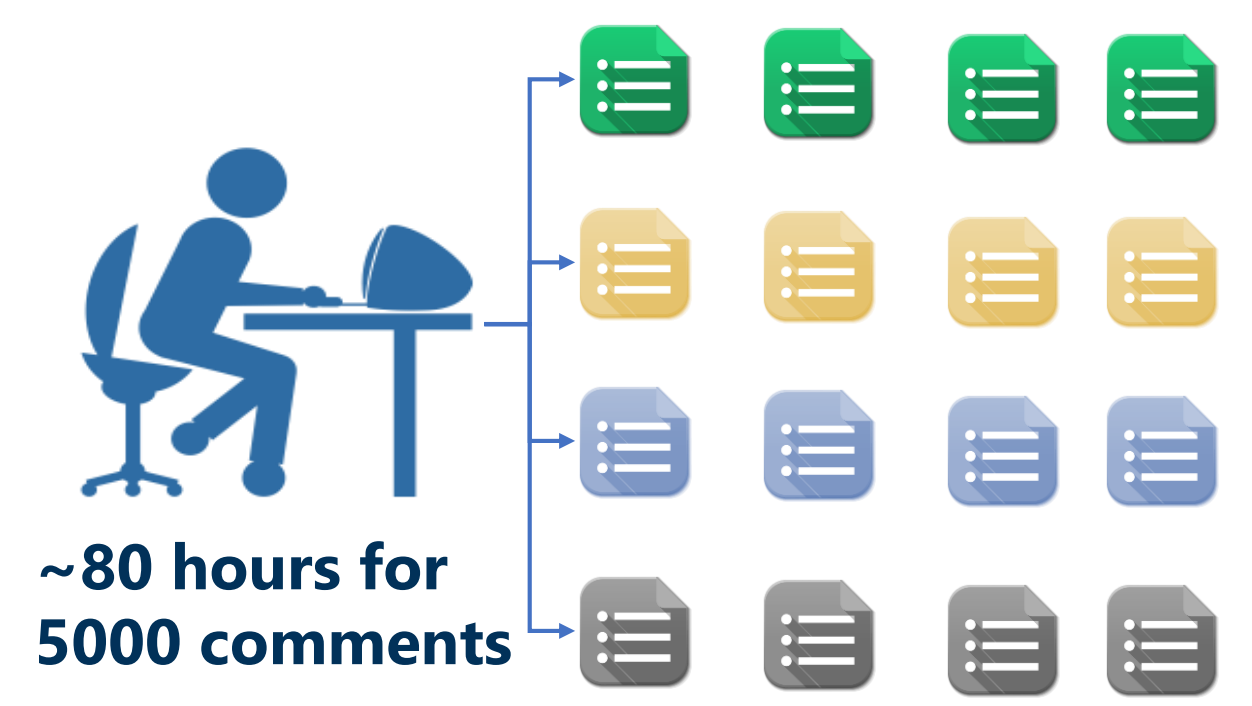
## The Problem



Customers provide a rating and feedback related to product and services



More than 35000 customer comments

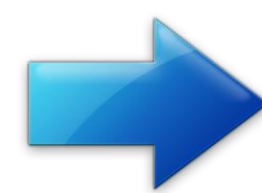


Customer Success team has to manually read, categorize and analyze each comment

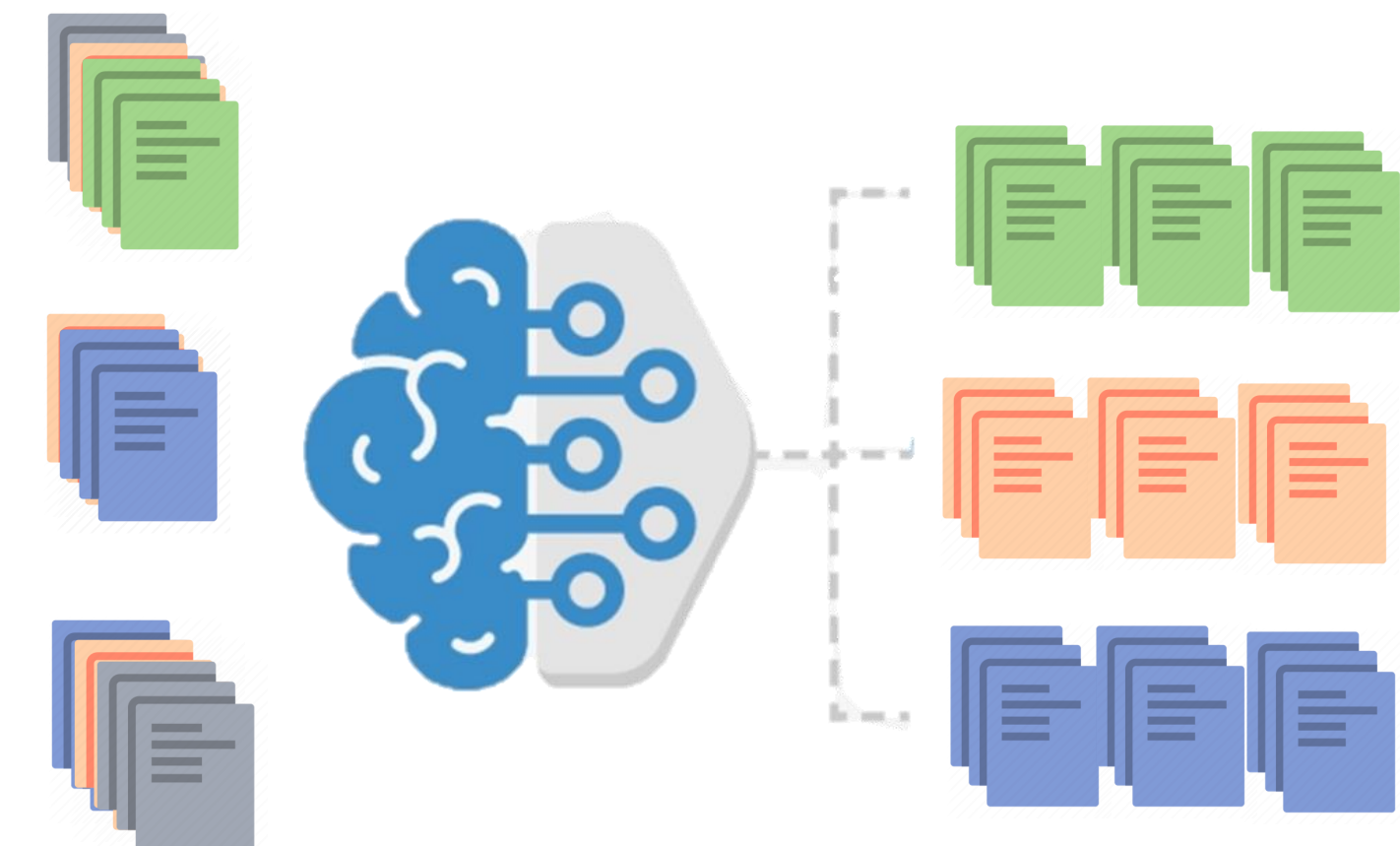
## The Solution



- Define business rules for categories by meeting stakeholders
- Subset of 4000 comments
- Manually categorize based on redefined business rules



- Clean data by eliminating non-useful information from comment
- Transform comments into numerical form for ML model building

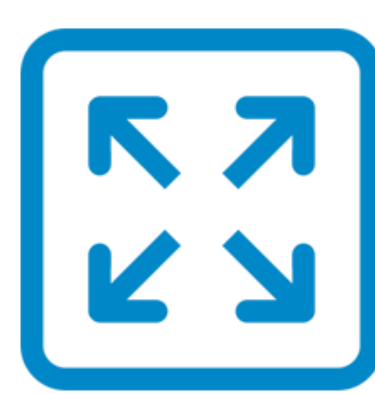


- Build classifiers for each category using Machine Learning algorithms
- Process comments through model to tag it to all categories which apply to it

## The Results



40,000 comments now categorized in <5mins compared to 15 weeks earlier



Real-time comment classification scalable to factor new categories in future



Dashboard deriving insights from NPS comment data