

# Making Unstructured Feedback Actionable with AI

Robbie Mitchell | September 4

# Robbie Mitchell

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## Why “feedback” is hard



## Today’s launch



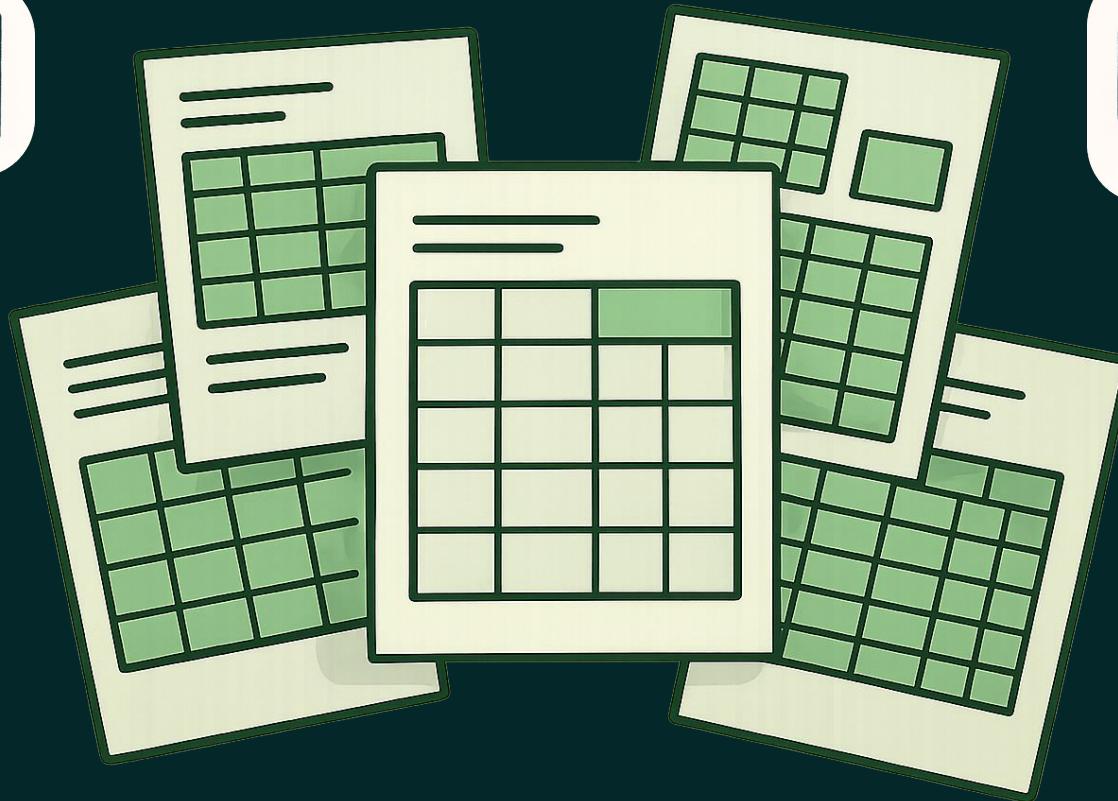
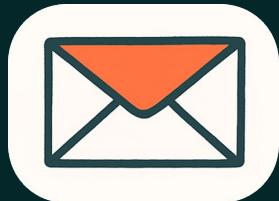
## Why it’s for everyone (yes, you)

**Your CEO,  
9am Monday**



How many customers  
complained about  
pricing?



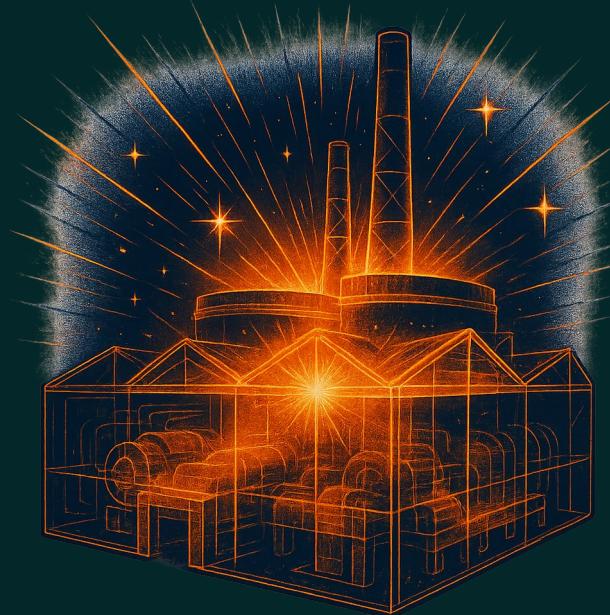




- ✖ Support is negative
- ✖ CSAT is good
- ✖ Topics are clustered



AI Team



AI Company





On a scale of 1-10...



## Create topic

Use AI to automatically categorize your customer feedback, identify sentiment, and generate insights.

**Topic name**

Customer loyalty & advocacy

**Description**

Describe the topic in detail so AI can find mentions in your feedback. Include a summary, key terms, and good and bad examples.

Feedback regarding customers' likelihood to recommend our products or services to others, indicating their loyalty...

**Create topic** **Cancel**

10 mentions



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**Description**  
Describe the topic in detail so AI can find mentions in your feedback. Include a summary, key terms, and good and bad examples.

How likely customers are to continue using the product or service and recommend it to others.

**Review with AI** **Cancel**

10 mentions

### Create topic

Use AI to automatically categorize your customer feedback, identify sentiment, and generate insights.

**Topic name**

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Describe the topic in detail so AI can find mentions in your feedback. Include a summary, key terms, and good and bad examples.

How likely customers are to continue using the product or service and recommend it to others.

**Description recommendation** **+AI**  
Feedback regarding customers' likelihood to recommend our products or services to others, indicating their loyalty and advocacy. Feedback may include satisfaction with long-term value, reasons for repeat purchases, likelihood of recommending the brand, and overall commitment to the company.

**Insert** **Dismiss** **⟳ Regenerate**

**Create topic** **Cancel**





[Back to all topics](#)

## Service quality

Overall standard of customer service provided. It includes perceptions of professionalism, friendliness, helpfulness, and whether the support or service experience meets or exceeds customer expectations.

Source ▾ Date range ▾ Advanced filters

Actions

### Topic summary

Generated June 1, 2024

Customers generally see the service quality as solid but inconsistent. Many appreciate the team's responsiveness, proactive support, and strong expertise, but others cite slow resolution times, communication gaps, and overly generic responses. Some feedback highlights uneven experiences depending on the representative, while recent tools like the support portal are viewed positively but still unproven. Overall, service is considered adequate, though not always a competitive differentiator.

[Close](#)

### Service quality mentions

⋮ +AI

FEEDBACK	CONTACT	SOURCE	DATE	SENTIMENT
The support team was incredibly knowledgeable and walked us through the integration step by step. They clearly understand enterprise needs.	James Carter	Call	March 7, 2025 3:38 PM	 Positive
We've always had our tickets answered within a few hours — faster than any other vendor we work with.	Maria Lopez	Zoom	March 7, 2025 3:38 PM	 Positive
We had to explain the same issue to three different reps before getting a solution. It felt like no one was communicating internally.	Aisha Khan	Call	March 7, 2025 3:38 PM	 Negative
While the support team is polite, they don't seem to have deep technical knowledge. We often get generic answers instead of actionable guidance.	Sofia Rossi	Call	March 7, 2025 3:38 PM	 Negative





Search HubSpot



Biketools ▾



## Customer Feedback

[Manage feedback sources](#)[Create survey](#)[Manage surveys](#)[All survey responses](#)[Feedback topics](#)[Response tags](#)

Search topics

[Create topic](#)

TOPIC ▾

MENTIONS ▾

LAST UPDATED ▾

SENTIMENT ▾

**Product reliability**

How consistently the product performs as expected. Feedback may include issues related to defects in the product, us...

32 mentions

March 7, 2025  
3:38 PM

Positive

**Service quality**

Overall standard of customer service provided. Includes perceptions of professionalism, friendliness, and helpfulness.

12 mentions

March 7, 2025  
3:38 PM

Neutral

**Responsiveness**

How quickly and effectively agents address customer needs, inquiries, or issues. It covers response times, resolution time...

15 mentions

March 7, 2025  
3:38 PM

Negative

**Pricing**

Customer perceptions of cost and value. Feedback may address affordability, fairness, transparency in pricing strategy...

43 mentions

March 7, 2025  
3:38 PM

Neutral

**Onboarding process**

This topic concerns the customer's first experiences when starting to use the product or service. It includes the clarity...

26 mentions

March 7, 2025  
3:38 PM

Positive

**Feature requests**

Suggestions for missing functionality, enhancements to existing features, or ideas to make the product or service more...

19 mentions

March 7, 2025  
3:38 PM

Neutral

**Ease of use**

How simple and intuitive the product or service is to use. Feedback may include navigation, clarity of instructions, desi...

10 mentions

March 7, 2025  
3:38 PM

Negative

**Communication & transparency**

Clarity of updates, honesty in setting expectations, proactive communication about changes or issues, and whether cu...

8 mentions

March 7, 2025  
3:38 PM

Positive

&lt; Prev 1 2 3 Next &gt;



# A company-wide intelligence system.



**01**

**Always-On** – Breeze listens 24/7

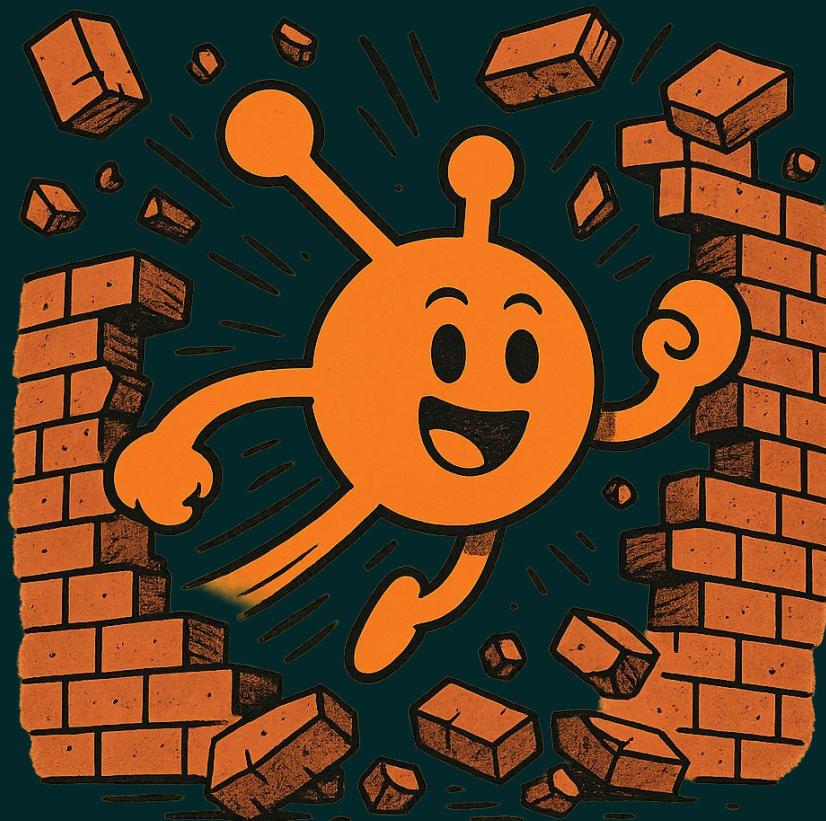
**02**

**Tailored** – You define the topics that matter

**03**

**Action-ready** – Topics → workflows → etc.





01

Connect your conversations

02

Join the beta: **Feedback Topics**

03

Define your topics



Service Hub®



# Now what?



**INBOUND**

**The end!**



**LinkedIn**



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to provide your feedback.  
Thank you!