

The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are layered and positioned around the central text area, creating a modern, tech-oriented aesthetic.

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?



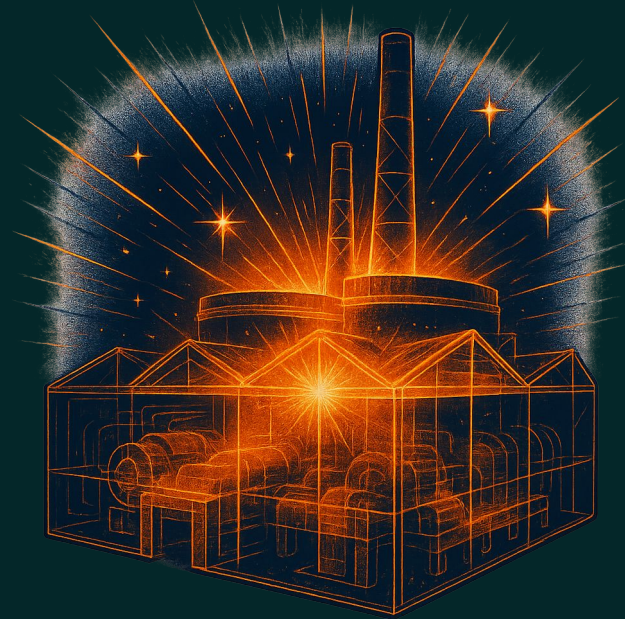




- ⊗ Support is negative
- ⊗ CSAT is good
- ⊗ Topics are clustered



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



Create topic

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

Topic name

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 AICancel

Create topic

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

Topic name

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.

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.

InsertDismissRegenerate

Create topicCancel





< 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 + 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

 Assistant |  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

< Prev

1

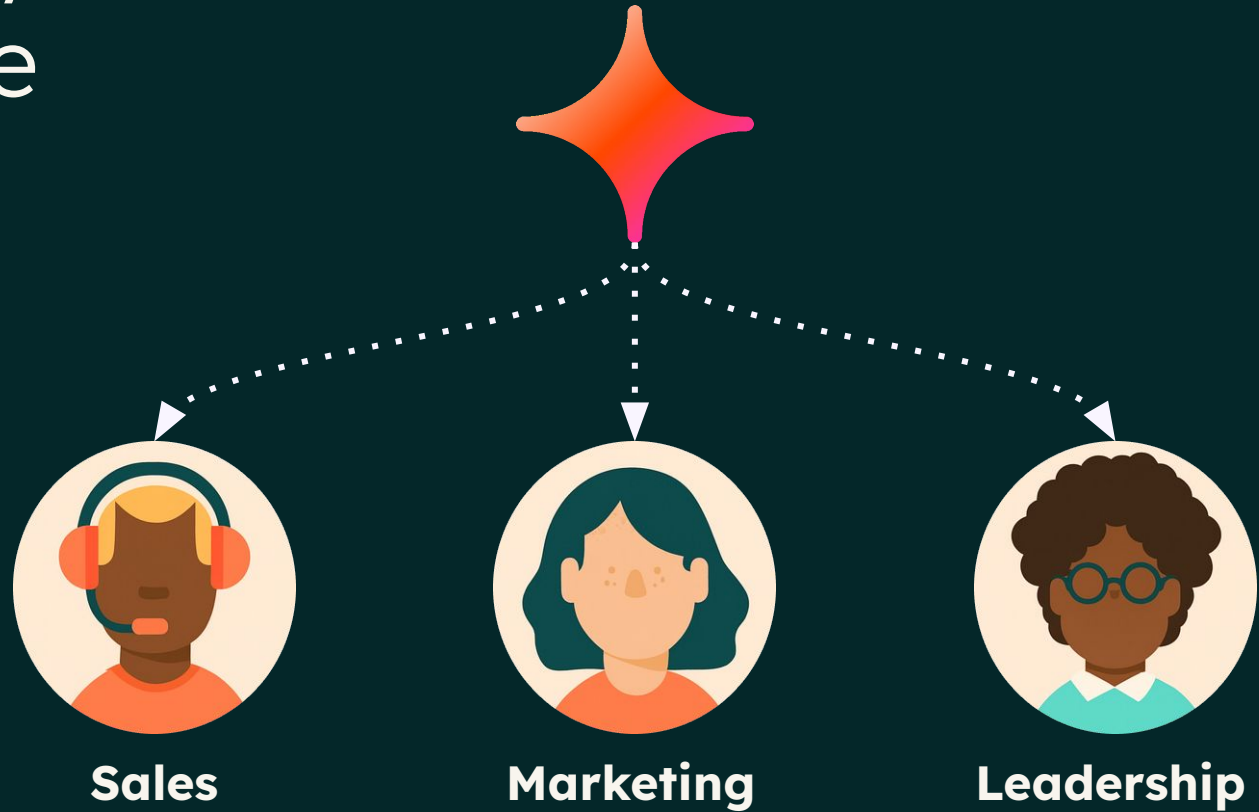
2

3

Next >



A company-wide
intelligence
system.

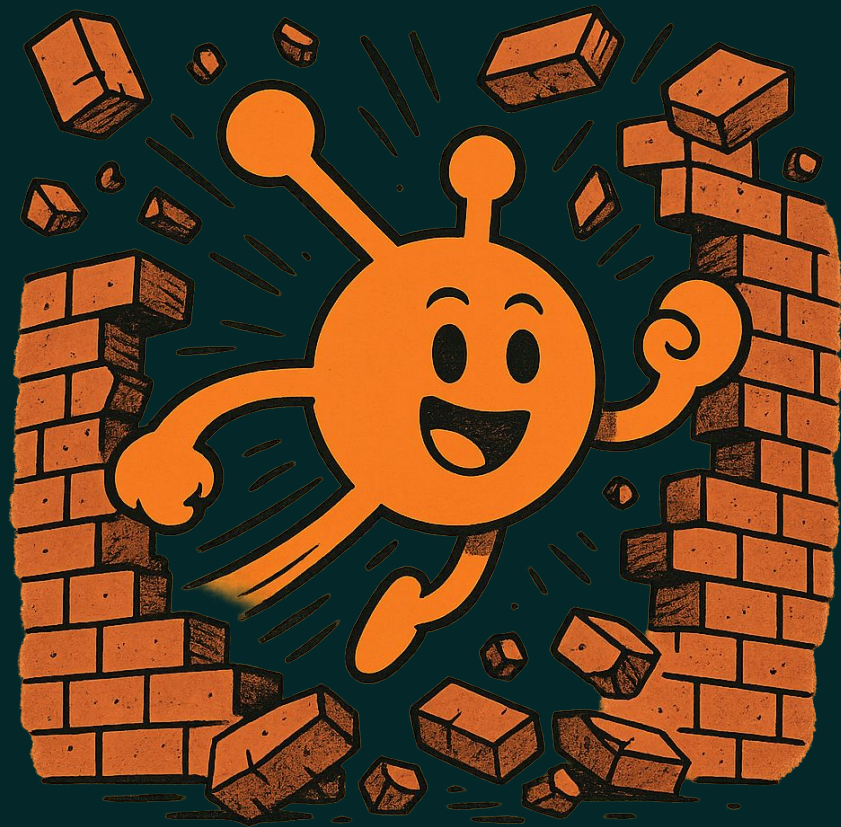


01 **Always-On** – Breeze listens 24/7

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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Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**