

# Product feedback analysis and reporting

Automatically collects and analyzes product feedback from multiple channels, categorizes insights by priority and theme, then generates actionable reports for product teams to drive feature development and customer satisfaction.

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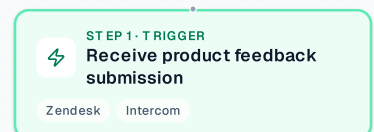


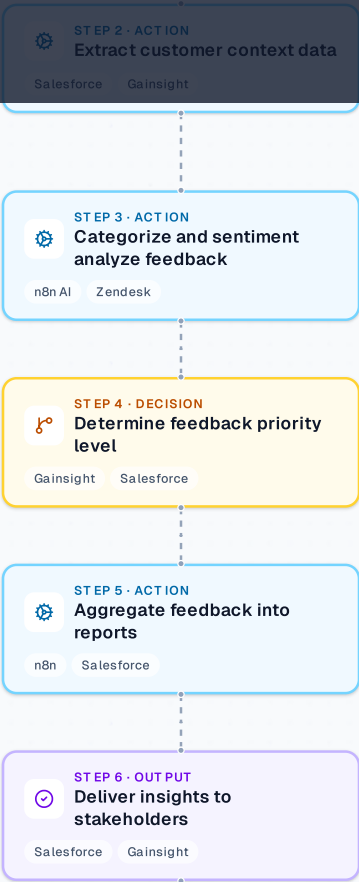
## WORKFLOW TRIGGER

New product feedback is submitted via support ticket, chat, or survey response

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### Receive product feedback submission

New feedback arrives through support channels, chat conversations, or customer survey responses. The system captures the feedback content and customer metadata.

2

 ACTION

### Extract customer context data

Retrieves customer account information, subscription tier, usage metrics, and health score to add context to the feedback. This helps prioritize feedback from high-value or at-risk customers.

Salesforce

Gainsight

3

 ACTION

### Categorize and sentiment analyze feedback

Uses AI to classify feedback by product area, feature request type, and sentiment score. Tags are applied for easy filtering and trend analysis.

n8n AI

Zendesk

4

 DECISION

### Determine feedback priority level

Routes feedback based on urgency, customer tier, and sentiment. Critical issues from enterprise customers get escalated immediately while general suggestions follow standard processing.

Gainsight

Salesforce

5

 ACTION

### Aggregate feedback into reports

Compiles categorized feedback into weekly and monthly trend reports showing most requested features, common pain points, and customer

6

🕒 OUTPUT

### Deliver insights to stakeholders

Sends automated reports to product managers, sends high-priority alerts to customer success teams, and updates feedback tracking dashboards.

Creates follow-up tasks for critical issues.

Salesforce

Gainsight



### Outputs

- Weekly product feedback trend report
- High-priority customer issue alerts
- Feature request prioritization dashboard



### Key Metrics

- Feedback response time
- Feature request fulfillment rate

- Customer satisfaction score improvement

## AI Business OS



### Tools & Integrations

- Zendesk
- Intercom
- Salesforce
- Gainsight
- n8n AI
- n8n

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