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(57) Abstract :

METHOD FOR ANALYZING AND CATEGORIZING CUSTOMER COMPLAINTS AND FEEDBACKS FOR IMPROVED SERVICE Accordingly, embodiments herein disclose a method for analyzing and categorizing customer complaints and feedbacks for improved service using artificial intelligence (AI) and natural language processing techniques. The method involves determining complaints and feedbacks by a user related to a product about to be developed by a user query analyzer executed by a hardware processor. Further, the method may involve determining attributes associated with the customer by a user attribute analyzer executed by the at least one hardware processor; analyzing, by a query response generator executed by the hardware processor. Furthermore, the method may involve determining a review assistant to respond to the complaints and feedbacks based on the analyzed query by the query response generator executed by the hardware processor. Furthermore, the method may involve controlling a development of the product based on the determined call to the review assistant by a product development controller executed by the hardware processor.

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