

How a CRM company turned its customers' data into a **Resilient Product Advantage in No-Time**

Transforming feedback into a valuable data product with an **End-to-End LLM-Powered Text Classification Pipeline**



- Text becomes a powerful product feature a well-known CRM company set out to capitalize on all its textual feedback data by building premium product features out of it.
- Skipping the pain of building robust LLM pipelines with Flexor, the overwhelming amount of work required to set up their own infra & pipelines was replaced by a simple SQL query.
- **Production-ready in a matter of days** a scalable & flexible text analysis pipeline brought to production by a single BI developer in less than 2 weeks.

The CRM Company's Challenge Transforming Feedback into Insights

The Head of Data at a well-known CRM company was seeking to enhance its customer analytics dashboard to improve customer retention and to outpace competition. She decided to furnish her customers with insights into why their end-users churn, relying on the end-users' feedback collected by the CRM platform.



The plan seemed simple:

build a "user-insights data product" that enriches every feedback with signals inferred from the text, and make it easy for BI developers to transform it into insights, graphs and alerts with BigQuery and Sisense.

feedback content	client complained about the price	price - evidence	client was frustrated due to insufficient support	support - evidence
can't export that list out of the platform is truly a burden	False	-	False	
and your support failed time and time again to find me a fix	False	-	True	"support failed"
extremely pricey for what it really worth	True	"pricey"	False	

The table behind the dashboard

Building a robust text classification pipeline is complex

The chosen solution approach was building a daily text classification pipeline that extracts feedback entries from the CRM database, leverages NLP techniques to transform them into meaningful signals, and returns a well-structured tabular format as output. Those tables were to be uploaded into BigQuery that would serve as the data source of the analytics dashboard, via Sisense as an embedded dashboards engine.



Encountering hurdles Problems to solve

With today's technology, this sounds pretty much straight forward, but in order to deliver significant value to the end-users and return positive ROI, **stringent requirements for both quality and scale** were essential:

- Signals are expected to be contextual and nuance-sensitive.
- Outputs must be structured to integrate well into existing data & analytics workflows, which are all based on structured data.
- The system has to produce consistent, high-quality outcomes, while being flexible and quick to support their fast product development cycle.



The Solution: flexor



Flexor's Unstructured Data ETL solved their problem end-to-end, without compromising on any of their solution requirements, with just two connectors and a few natural-language statements. All this, while fully complying with their stringent requirements:

flexor: ETL for Unstructured Data



Flexor's language processing engine transforms the text and infers signals out of each feedback, according to natural language instructions. The **destination connector** seamlessly loads the pipeline's output as a **structured table** into BigQuery - so they can easily analyze it in Sisense.

BI & AI TOOLS

Empower Your Entire Operation With Flexor





Explore how unstructured data can unlock your growth

Learn More >



SECURITY & PRIVACY

Flexor was built from the ground-up with the safety of your data in mind, and complies with leading industry standards











🔀 info@flexor.ai

