

tripleten

Automated Feedback Analysis Workflow

Devon Clemente - "Travelicious.com" Customer Feedback
Automation

Introduction

- A Customer Success Management team at Travelicious.com needs to have an automated system that analyzes customer feedback in real-time using AI with built-in email notifications, helping them to identify and respond to dissatisfied customers **immediately** - step into the future of customer satisfaction service.
- Tools: Google Forms • Make • Gemini AI • Google Sheets • Gmail

Workflow Diagram



Workflow - Step by Step

Step1: Google Forms Customer feedback submission

Travelicious.com Customer Feedback Form

Customer satisfaction survey

dclenen87@gmail.com [Switch account](#)

🔒 Not shared

* Indicates required question

How satisfied are you with our product or service? *

Very Satisfied
 Satisfied
 Neutral
 Unsatisfied
 Very Unsatisfied

Please describe your experience or share any feedback in your own words. *

Your answer

Make URL -

<https://us2.make.com/1275549/scenarios/2762058/edit>

Google Sheets URL -

https://docs.google.com/spreadsheets/d/17qlgEuCEHY80P_QAG1tmH1AEX3d38mECXXsnQjmNkaM/edit?usp=sharing

Step2: Make Scenario AI Process Automation



Step3: Google Sheets Customer Feedback Analysis

A	B	C	D	E
Form_Responses	How satisfied are you with our product or service?	Please describe your experience or share any feedback in your own words.	Sentiment	Summary
8/16/2025 13:39:19	Unsatisfied	I ended up finding a hotel in the area where I needed to stay but I had trouble booking a flight that corresponded with my hotel reservations and ended up having to use a different site for the flight reservations.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 13:40:21	Neutral	the website was easy to navigate but I didnt find anything with in the price range I was looking for I dont think thats entirely your fault because this was a last minute trip I was trying to book.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 13:45:20	Very unsatisfied	This website/app was terrible. I booked the flight and the hotel through your app and the flight was fine but when I arrived at the hotel they had no record of my reservation. I showed the confirmation email that I received from your company but they said they could not honor the price that your company sold me the room for. Not only did I get charged by your company when I booked the room but the hotel charged me when I arrived for my expected reservation and at double the expected cost. I would like a refund because your company never made a valid reservation for me and I almost got stranded without a place to stay.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 13:50:58	Satisfied	Everything worked as expected. Flight was on time. The only issue I had was that the app was not that easy to navigate. I almost gave up before booking the flight out of frustration.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 13:53:04	Very unsatisfied	I couldn't use your app because it said it was down for maintenance. By the time it was back up and working I had already used another website to make my arrangements.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 13:53:56	Neutral	I didnt find any hotels for good prices in the area I needed to stay. Please include lower priced hotels.	TEST - Gform submission only	TEST - Gform submission only
8/16/2025 14:28:39	Unsatisfied	Appreciate the effort, but the website didn't really help me. The content was sparse, and the interface made it tough to navigate.	TEST - Gform submission only	TEST - Gform submission only
8/17/2025 21:56:17	Very Satisfied	Your travel booking website was perfect. I got great prices and making reservations was incredibly simplified.	Positive	The user found the travel booking website excellent due to its competitive prices and user-friendly reservation process.
8/17/2025 21:56:53	Very Unsatisfied	complete and utter trash	Negative	The feedback expresses extreme dissatisfaction.

Results

Automation Success Metrics

14 Total Rows Processed
8 Initial Test Entries
6 Live Test Submissions

Technical Performance:

- ✓ 100% automation rate
- ✓ Zero manual intervention
- ✓ All modules working correctly
- ✓ No errors or failures

Working Components Verified

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Google Forms → *Make* → *Gemini*

- Form triggers Make instantly
- Gemini processes all feedback
- JSON parsing works perfectly

Make → *Google Sheets*

- Search finds correct row
- Updates without duplicates
- Maintains data structure

Gmail Integration

- Filters negative sentiment only
- Sends alerts successfully

Photo Verification

Instant Gform submission and Gsheets population of feedback and analysis

8/17/2025 21:56:37	Very Satisfied	Your travel booking website was perfect. I got great prices and making reservations was incredibly simplified.	Positive	The user found the travel booking website excellent due to its competitive prices and user-friendly reservation process.
8/17/2025 21:56:53	Very Unsatisfied	complete and other trash	Negative	The feedback expresses extreme dissatisfaction.
8/18/2025 19:20:08	Very Satisfied	Awsome platform. Well put together, easy to navigate, and great pricing. Everything aspect of my trip worked out. I'd highly recommend this site/app to a friend and will be using it again myself in the future.	Positive	The user had a great experience with the platform, praising its ease of use, pricing, and overall effectiveness for their trip, and recommending it highly.
8/18/2025 19:25:48	Satisfied	Great app, very convenient	Positive	The user found the app to be great and convenient.
8/18/2025 19:30:07	Very Unsatisfied	Awful app, would never use again.	Negative	The user had a very negative experience and will not use the app again.
8/18/2025 23:50:07	Very Unsatisfied	just god awful tech	Negative	The technology is considered extremely bad.
8/19/2025 02:42:20	Very Unsatisfied	I hoped it, it sent me to alaska instead of china. I was punched in the head when I landed. I blame you!	Negative	The user had a terrible experience, wrongly sent to Alaska instead of China and assaulted upon arrival.

Email alert system

Instant email alert of negative feedback

1 MESSAGE Summarize

 **Devon Clemente** Inbox - Google 12:24 AM

Alert: Negative Feedback Received
To: Devon Clemente

Alert: Negative feedback has been submitted
Timestamp: Tue, Aug 19, 2025

Form Submissions
Satisfaction: Very Unsatisfied

Feedback: I hated it, it sent me to alaska instead of china. I was punched in the head when i landed. I blame you!

AI Analysis
Sentiment: Negative

Summary: The user had a terrible experience, wrongly sent to Alaska instead of China and assaulted upon arrival.

Row updated in spreadsheet.

Challenges & improvements

What worked well:

- Clear JSON structure in Gemini prompt for structured output
- Search/Update rows pattern to avoid duplicate rows
- Automatic formatting with Apps Script in my google sheets

Future improvements:

- Add Slack notifications for urgent issues
- Create dashboard for sentiment trends
- Implement auto-response system for negative feedback

Next Steps

1

Scale: Deploy across all customer touchpoints

2

MicroAnalyze: Build sentiment dashboard

3

Respond: Add automated response workflows