



FM

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Premium Workflow

A practical guide – step by step

AI Customer Feedback Analysis

Analyze customer feedback at scale: classify sentiment, extract themes and route insights to the right teams automatically.

SUPPORT & AI

ADVANCED

ABOUT 2–3 HOURS SETUP

OVERVIEW

AI Customer Feedback Analysis

Analyze customer feedback at scale: classify sentiment, extract themes and route insights to the right teams automatically.

CATEGORY	DIFFICULTY	DURATION
Support & AI	Advanced	About 2–3 hours setup

What you use it for

Product and support teams prioritizing improvements.

Tools in this workflow

OpenAI API · Supabase · PostHog Analytics API · n8n

How to implement it

1

Collect feedback from multiple sources

Collect customer feedback from various sources like surveys, social media, and emails to get a comprehensive view of customer sentiment.

WHAT YOU NEED TO DO

1. Create a survey with relevant questions and distribute it through your preferred channels.
2. Integrate the PostHog Analytics API to capture feedback from your app.
3. Set up an email parser in n8n to analyze incoming customer emails.

CHECK AT THE END

- ☐ Survey successfully created and distributed
- ☐ PostHog API successfully integrated
- ☐ Email parser in n8n set up

RESULT

Customer feedback from various sources has been successfully collected.

2

Classify sentiment and topics

Analyze collected feedback to classify prevailing moods and topics, and quickly identify trends.

WHAT YOU NEED TO DO

1. Create an OpenAI API project and generate an API key.
2. Use the OpenAI model to classify feedback by sentiment.
3. Identify themes in feedback through text analysis with OpenAI.

CHECK AT THE END

- ☐ API key generated
- ☐ Sentiment successfully classified
- ☐ Themes identified in feedback

RESULT

The feedback has been classified by sentiment and theme.

LINKS

PostHog Analytics API: <https://posthog.com/docs/api>

3

Extract actionable themes

Extract actionable topics from classified data to gain valuable insights for strategic measures.

WHAT YOU NEED TO DO

1. Analyze classified data to identify recurring patterns.
2. Use n8n to filter data and extract relevant topics.
3. Create reports on identified topics.

CHECK AT THE END

- ☐ Identified recurring patterns
- ☐ Extracted relevant topics
- ☐ Created reports on topics

RESULT

Actionable topics were extracted from classified data.

4

Store insights in Supabase

Save your insights in a Supabase database for future analysis and reporting.

WHAT YOU NEED TO DO

1. Create a new database in Supabase.
2. Define tables and fields for storing your insights.
3. Import the extracted themes and insights into the Supabase database.

CHECK AT THE END

- ☐ Supabase database created
- ☐ Tables and fields defined
- ☐ Insights imported into Supabase

RESULT

Your insights have been saved in Supabase.

5

Send weekly summaries

Send weekly summaries of analyzed data to relevant teams to react to changes in customer sentiment.

WHAT YOU NEED TO DO

1. Create an automated workflow in n8n to generate weekly reports.
2. Integrate email or Slack notifications to send the reports.
3. Plan the workflow to send reports on a weekly basis.

CHECK AT THE END

- ☐ Automated workflow in n8n created
- ☐ Notifications integrated
- ☐ Workflow for weekly reports planned

RESULT

Weekly summaries are sent to relevant teams.

LINKS

n8n Workflow Automation: <https://docs.n8n.io/integrations/builtin/applications/>

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

PostHog Analytics API

<https://posthog.com/>

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

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