



To improve customer experience and responsiveness, ITC Infotech deployed a Generative AI solution that captured real-time feedback from online forums and websites. The system generated context-aware responses and auto-posted them across platforms, enabling faster, consistent, and intelligent customer engagement.

>50% reduced manual

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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AI-Driven Customer Feedback Automation for Sentiment Analysis & Smart Response Automation



CLIENT

A global hospitality leader with a diverse portfolio of luxury, premium, and lifestyle brands across 110+ countries. The client wanted to reimagine the guest experience through personalized service, innovation, and sustainable practices. Driven by a passion for hospitality, creating memorable stays that feel both local and exceptional.

CHALLENGE

- Inconsistent and delayed responses to customer feedback across online platforms
- Difficulty in capturing and analyzing real-time sentiment from diverse forums and websites
- Lack of personalization and contextual relevance in customer engagement
- Manual effort required to monitor, interpret, and respond to feedback at scale
- Limited visibility into emerging customer issues and sentiment trends
- Need for a scalable solution to maintain brand reputation and enhance customer trust

SOLUTION

- Captured user feedback from online forums in real-time
- Routed feedback through a Generative AI engine for intelligent response generation
- Retrieved relevant contextual data to craft accurate and personalized replies
- Automatically posted responses across forums, websites, and email
- Enabled timely, consistent, and intelligent customer engagement across platforms

RESULTS

- Improved understanding of customer service quality,
- Identification of bottlenecks in processes enabling streamlined operations and enhancing responsiveness
- Established clear KPIs for internal teams to track team effectiveness, drive accountability, and support data-driven decision-making
- >50% reduced manual effort in responding to online media