YOUR  
LOGO

**COMPANY NAME**

TEXT-MINING FOR CUSTOMER FEEDBACK PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to implement a text-mining solution for analyzing customer feedback. We specialize in extracting actionable insights from unstructured data to enhance customer experience and inform strategic decisions.  
  
This proposal outlines our approach to leveraging text-mining for [Client Name]'s customer feedback analysis.

# Project Objectives

The primary goals are:  
  
- Analyze customer feedback from multiple channels (surveys, reviews, social media)  
- Identify key themes, sentiments, and emerging issues  
- Provide actionable insights to improve products, services, and customer satisfaction  
- Enable data-driven decision-making for customer experience strategies

# Proposed Services

Our text-mining for customer feedback services include:  
  
- Data collection and aggregation from various feedback sources  
- Text preprocessing and natural language processing (NLP)  
- Sentiment analysis and topic modeling  
- Visualization of insights through interactive dashboards  
- Reporting with strategic recommendations  
- Ongoing monitoring and model refinement

# Scope of Work

Scope includes:  
  
- Initial consultation to define project scope and data sources  
- Data preparation and preprocessing  
- Development of text-mining models and sentiment analysis algorithms  
- Visualization and reporting of findings  
- Strategic recommendations and action planning

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Data Collection | Define scope and gather feedback data | [Start Date] |
| Model Development & Analysis | Process data and develop text-mining models | [Date] |
| Visualization & Reporting | Present insights through dashboards and reports | [Date] |
| Recommendations & Action Plan | Provide strategic insights and next steps | [Completion Date] |

# Pricing

Estimated cost breakdown for text-mining for customer feedback services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Data Aggregation & Preprocessing | Collect and clean feedback data | [Amount] |
| Sentiment & Topic Analysis | Develop models for feedback analysis | [Amount] |
| Visualization & Reporting | Create dashboards and reports | [Amount] |
| Strategic Recommendations | Provide actionable insights and suggestions | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a data analytics and AI consultancy, specializing in extracting insights from unstructured data to drive business value.  
  
- Experience: [X] years in text analytics and customer experience optimization  
- Expertise: NLP, sentiment analysis, customer feedback mining  
- Mission: To help businesses understand their customers better and make informed decisions through advanced text analytics

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Text-mining for customer feedback for a telecom provider  
- Outcome: Identified key pain points, leading to targeted improvements and a 15% increase in customer satisfaction  
  
Testimonial:  
“[Your Company Name] provided deep insights from customer feedback that directly improved our service quality.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes data collection, model development, visualization, and reporting.  
Client Responsibilities: Provide access to feedback data sources and approve analysis criteria.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this text-mining for customer feedback proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_