

AI-POWERED REVIEW INTELLIGENCE

Customer Insight Report

What your customers are really telling you — and the 3 moves to act on it.

Prepared for	GlowDrop Skincare
Reporting period	Last 90 days · 412 reviews analyzed
Prepared by	Tenkosys — Business Optimization Studio

This is a sample report on a representative DTC store. The live version is built on your store's real review data.

01 · EXECUTIVE SUMMARY

Executive summary

Across 412 reviews, your customers are broadly satisfied (4.1/5) — but 18% of negative feedback concentrates on just three operational issues, and several high-intent upsell signals are going unanswered. We estimate roughly €3,400 in monthly revenue is recoverable by acting on the items below, with no new product and minimal cost.

412

Reviews analyzed

4.1/5

Average rating

18%

Negative reviews

€3,400

Monthly recoverable

Top 3 priorities

- 1 Fix delivery tracking — the single biggest driver of negative reviews (41% of complaints).
- 2 Launch the cream + serum bundle your customers already ask for (cited 22 times).
- 3 Cut support response time below 2h to stop avoidable churn.

02 · METHODOLOGY & DATA

How this report was built

Tenkosys analyzes 100% of your reviews with AI — not a sample. Each review is classified by theme, sentiment, and estimated revenue impact, then translated into prioritized actions.

01 Ingest — we pull every review from your store (review app export or API), with no sampling.

02 Classify — AI tags each review by theme, sentiment, product, and urgency.

03 Quantify — recurring issues are sized by frequency and modeled revenue impact.

04 Prioritize — findings are ranked by impact vs effort into a 30-day action plan.

Sentiment breakdown



Rating distribution



03 · KEY ISSUES

The 3 complaints costing you sales

These three issues account for the large majority of negative reviews. Each is operational and fixable within weeks.

#1 Slow shipping / no tracking

41%

Revenue impact: ~7% of avoidable refunds; top driver of 1–2★ reviews.

“Ordered 12 days ago, no tracking, no idea where it is. Last time I buy here.”

Recommended fix: Automated tracking email at D+1 and D+3 with live carrier status.

#2 Leaking cap or pump on arrival

23%

Revenue impact: Returns + replacement cost + 1★ reviews on a quality product.

“The pump arrived broken and leaked all over the box. Product itself is great though.”

Recommended fix: Switch the supplier cap or add protective inner packaging.

#3 Unresponsive customer support

19%

Revenue impact: Avoidable churn and negative word-of-mouth.

“Emailed twice about my order, never heard back. Had to dispute the charge.”

Recommended fix: Auto-acknowledge under 2h + a pre-purchase FAQ covering the top questions.

04 · GROWTH OPPORTUNITIES

Demand your customers are already voicing

Beyond fixing issues, your reviews contain explicit, unmet demand — revenue you can capture without acquiring a single new customer.

Signal	Evidence	Recommended play
"A travel size would be perfect"	Requested 14 times	Launch a travel format as a pre-order — validates a 2nd SKU with no stock risk.
"I use it with your serum"	Mentioned 22 times	Create a cream + serum bundle → +15–25% average order value.
"How long does a bottle last?"	Recurring question	Offer a subscription / refill → recurring revenue.

05 - ACTION PLAN

Your next 30 days

Prioritized by impact versus effort. Three of the four are quick wins you can ship this week.

Action	Effort	Impact	When
Turn on automated delivery-tracking emails (D+1 / D+3)	Low	High	Week 1
Launch the cream + serum bundle on your store	Low	High	Week 1
Add a pre-purchase FAQ + sub-2h support auto-reply	Medium	High	Week 2
Test a travel size as a pre-order	Medium	Medium	Week 3–4

THIS WEEK

Turn on the delivery-tracking email. One action — it removes complaint #1.

06 - BEYOND THIS REPORT

Where Tenkosys goes next

This report is our entry point: a concrete proof of what we find in your own data. As a business optimization studio, Tenkosys then helps you automate the fixes, build the upsells, and put intelligent reporting and AI to work across your operations — so insights become recurring revenue, not a one-off document.

Want this on your real data, refreshed every week? → hello@tenkosys.io