

打造VOC智能分析平台 驱动零售品牌产品创新增长

德勤携手阿里云，依托阿里百炼AI平台，为某休闲食品零售公司打造舆情分析系统。系统通过联结企业与市场，将客户洞察反馈至研发、生产、运营、客服、品控及供应链等部门，驱动产品创新与品牌建设，实现内部高效协同与闭环管理。



关于客户

客户是以休闲食品研发、加工、生产、贸易、仓储、物流为主体的食品零售品牌，通过线上线下融合的全渠道布局，已实现电商、商超、新零售及流通全网覆盖。客户始终聚焦消费者需求，持续探索产品解决方案，革新零售模式，致力为消费者提供更好购物体验。

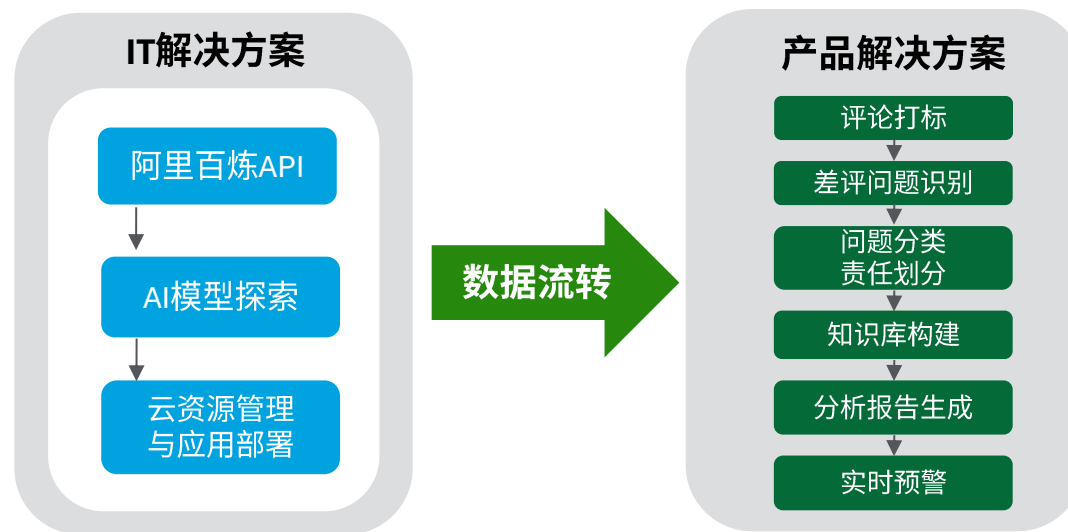
客户诉求

面对日益激烈的市场竞争与消费者需求的多样化，客户希望通过分析客户评论数据，实现以下目标：

- **优化产品与服务**：精准发现产品缺陷、服务与物流短板，持续迭代改进
- **防范品牌风险**：及早识别消费者不满，预防重大危机
- **提升经营效益**：增强客户满意度，降低获客成本，提升会员复购率

解决方案

德勤携手阿里云，聚焦零售行业发展趋势，基于对客户需求的深度调研，依托阿里百炼平台构建VOC智能分析系统，从IT解决方案与产品解决方案两个维度实现快速部署落地。



交付价值

1. 提升品牌声誉

实现负面舆情早发现、早处理，有效预防危机

2. 实现内部闭环

打通消费者反馈与内部各环节，形成高效协同的改进机制

3. 驱动产品创新

将消费者声音转化为可行动的产品改进点，加速产品迭代

4. 促进业务增长

提升客户满意度与复购率，降低获客成本

德勤 | 阿里云

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敬请联络德勤：

如有任何咨询事宜，请联系全国生态与联盟管理办公室：cnalliance@deloitte.com.cn

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我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的高质量发展目标。

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Building a VOC Intelligent Analysis Platform

Driving Product Innovation and Growth for a Retail Brand

Deloitte in collaboration with Alibaba Cloud, leveraged Alibaba's BaiLian AI platform to build an emotion intelligence analysis system for a leading leisure food retail brand. The system connects enterprise operations with market feedbacks, routing customer insights directly to R&D, production, marketing, customer service, quality control, and supply chain teams. This enables faster product innovation, stronger brand building, and seamless internal coordination with closed-loop management.



About Client

The client is a leading leisure food brand specializing in research, processing, manufacturing, trading, warehousing, and logistics. With an integrated online-to-offline channel strategy, it has achieved full coverage across e-commerce, supermarket, new retail, and logistics networks. The company remains focused on consumer needs, continuously exploring product solutions and innovating retail models to deliver enhanced shopping experiences.

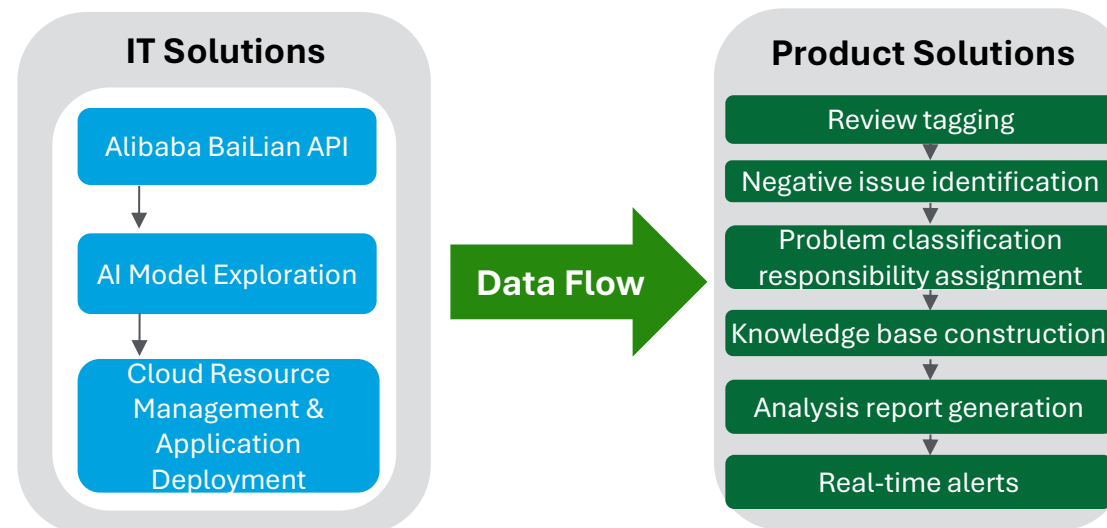
Requirements

Facing intense market competition and diverse consumer demands, the client aims to analyze customer review data to achieve the following objectives:

- **Optimize products and services:** Accurately identify product flaws, service gaps, and logistics bottlenecks to enable continuous iteration and improvement;
- **Mitigate brand risks:** Detect consumer dissatisfaction early to prevent major crises;
- **Enhance operational efficiency:** Improve customer satisfaction, reduce acquisition costs, and increase member repurchase rates.

Solutions

Deloitte partnered with Alibaba Cloud to develop a VOC (Voice of Customer) intelligent analysis system based on deep consumer insights and industry trends. By leveraging the Alibaba BaiLian platform, we delivered rapid deployment through two dimensions: **IT solutions** and **product solutions**.



Delivered Value

1. Enhance Brand Reputation



Enable early detection and rapid response to negative sentiment, effectively preventing potential crises

2. Achieve Internal Closed-Loop Management



Connect customer feedback with internal processes, establishing an efficient, collaborative improvement mechanism

3. Drive Product Innovation



Transform consumer insights into actionable product improvements, accelerating product iteration

4. Promote Business Growth



Increase customer satisfaction and repurchase rates, reduce customer acquisition costs

Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte combines its market-leading innovation capabilities, industry expertise, and digital transformation experience with Alibaba Cloud's cutting-edge technologies to build a global alliance network. We deliver high-quality, comprehensive solutions that support enterprises in achieving digital transformation—covering capability building, full-cycle implementation, and continuous evolution. Through this partnership, we are creating sustainable value growth and earning recognition across industries.



Please contact Deloitte:

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