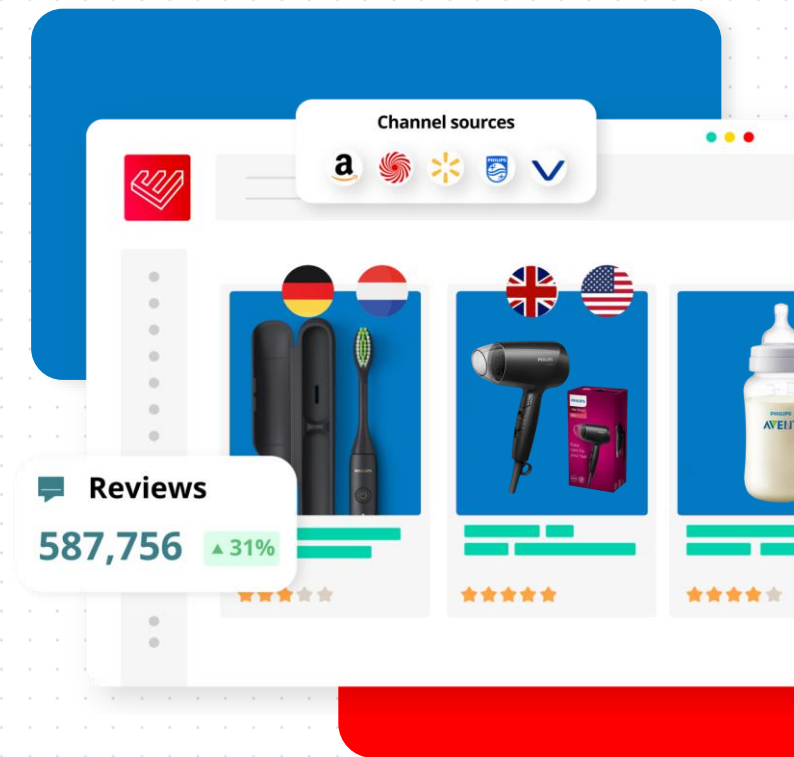


The Gen AI Revolution in VoC

How Philips Stays at the Forefront of Consumer Insights

May 2025



PHILIPS



WONDERFLOW



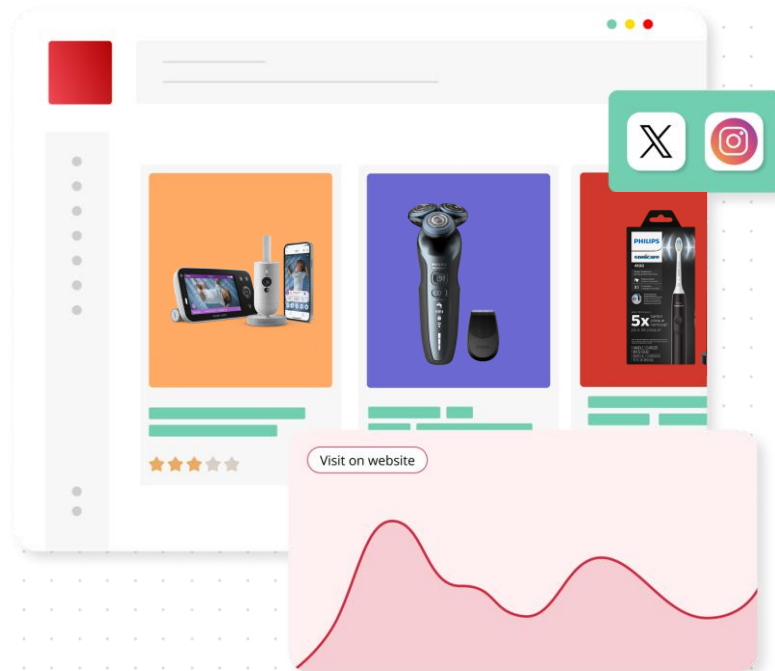
Gianluca Ferranti

CEO
Wonderflow



Verdy Maat

Global Manager
Voice of Consumer
Philips



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WONDERFLOW

Our Vision

Empowering brands by putting customers first

We strive to impact every individual's life by helping brands create better products and services using customer feedback.

Our goal is that, at least, one product in your life has been built through Wonderflow's insights.



Our Mission

Democratizing customer intelligence

Our mission is to empower businesses around the world by providing seamless access to valuable insights derived from customer feedback, thanks to AI.



The first product we helped improve: Philips Wake Up Lamp

Stop counting insights. Act on them.



Customer-centric companies are 60% more profitable

Blake Morgan CX Futurist

Forbes



Companies that gather insights from reviews reach breakout growth up to 20%

Dave Fedewa - Partner

McKinsey & Company



Top VoC performers experienced 55% higher retention, 23% decrease of customer service costs, and 10x YOY increased revenue

Michael Hinshaw - CEO McorpCX

ABERDEEN



2014

founded

140+

countries covered

100+

million reviews analyzed



FORRESTER

OMDIA

Endorsed by the biggest global research firms, including "World's Simplest VoC Solution" by OMDIA.





Complexity

Analysis platforms are different for each data source and are difficult to manage

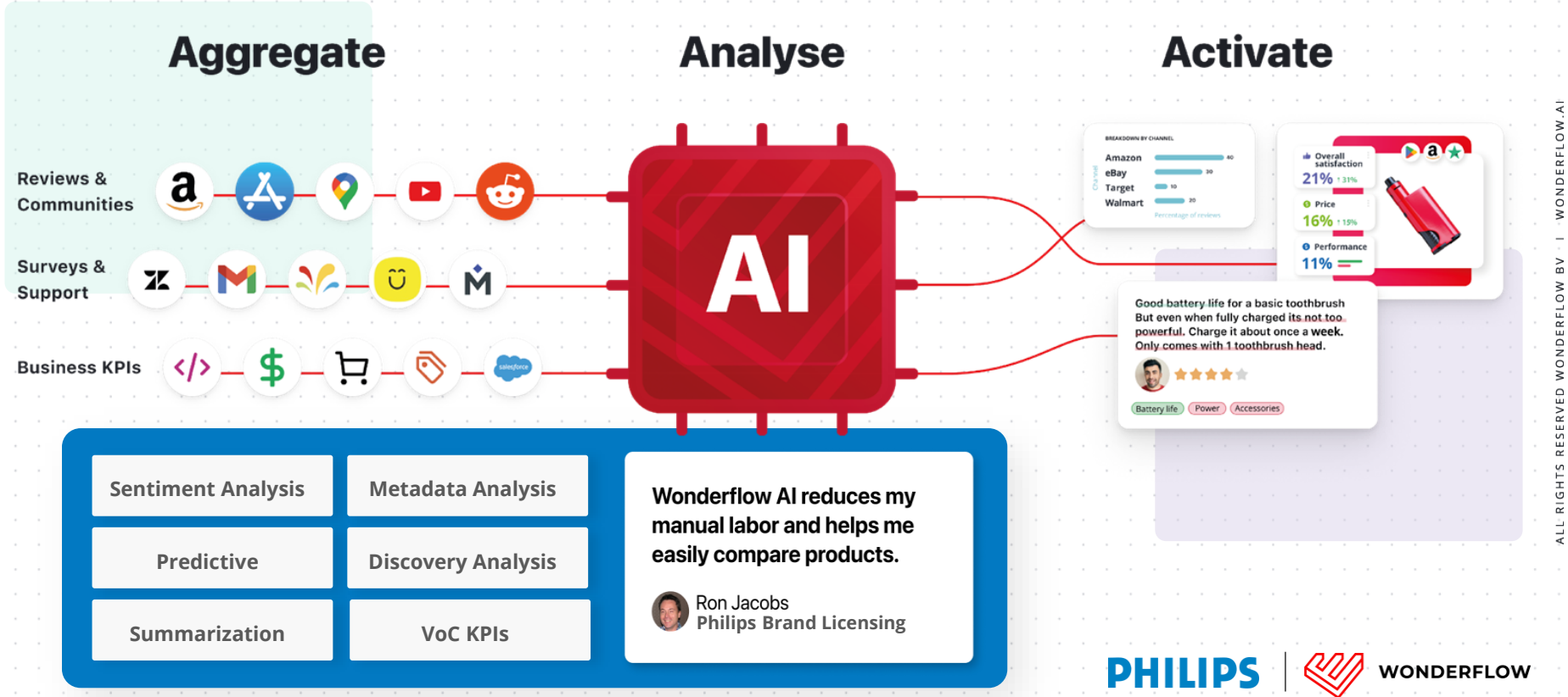
Poor Quality

NLP analysis quality is low for decision making and struggles with free text

Siloed Data

Insights hardly reach the right stakeholders and data are hardly matched

The GenAI Revolution in VoC



The GenAI Revolution in VoC

Real-Time Sentiment & Emotion Analysis: GenAI detects not just positive/negative sentiment but also subtle emotions like frustration, delight, or uncertainty.

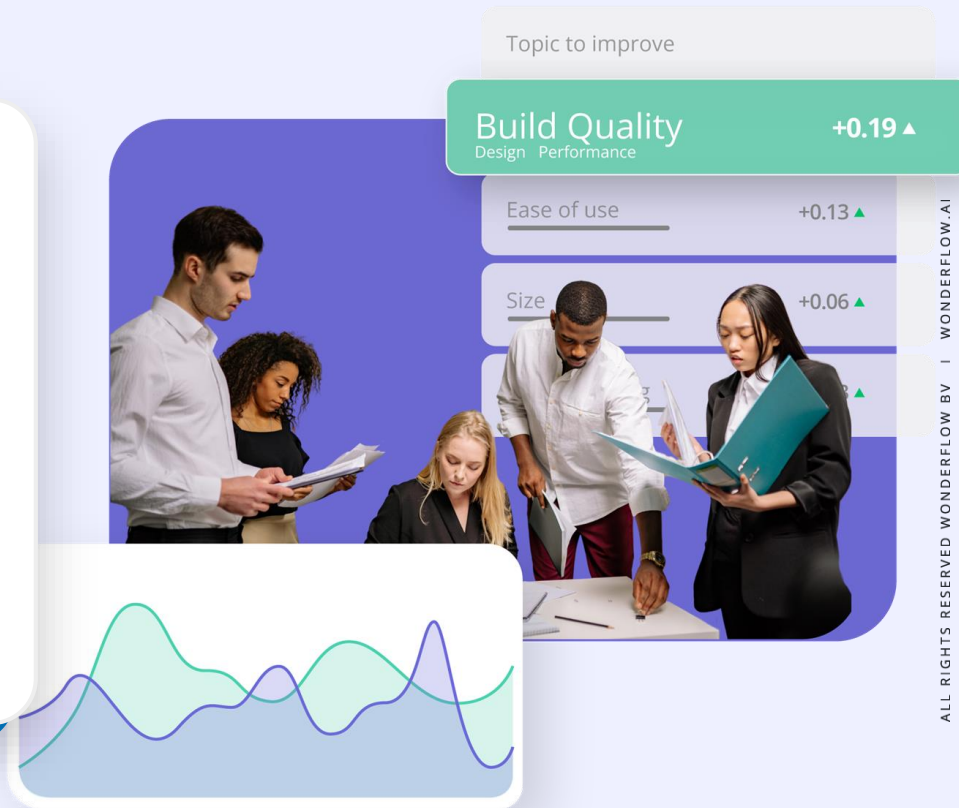
Unstructured Data Processing: GenAI can analyze **text, voice, and even video** to extract trends, issues, and opportunities.

Predictive Insights: AI goes beyond reporting—it **anticipates** customer needs, potential churn, and emerging pain points.

Conversational AI & Feedback Loop: AI-powered Agents and surveys can **engage customers dynamically**, making feedback collection more interactive and effective.



Philips' VoC Program Insights



#1. Consumer content is better trusted than Philips content

"Philips OneBlade is a combined beard trimmer, styler and shaver that can trim, shave and create clean lines and edges, on any length of hair"

PHILIPS



Freshwood



PRODUCT GEKOCHT

Zaandam

Geslacht **Man**



Zonder irritatie scheren, stylen en groomen.

Freshwood

3 maanden geleden

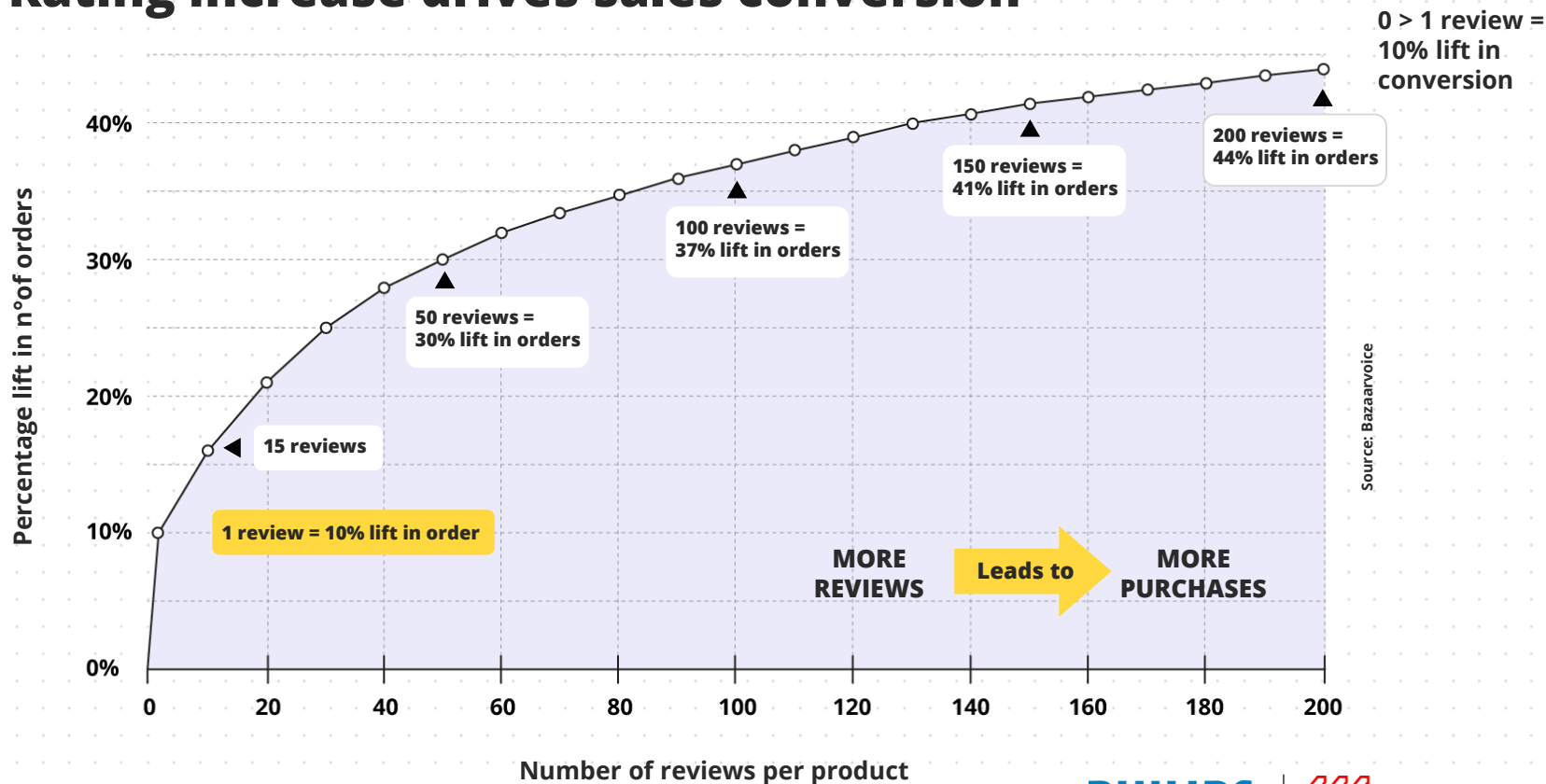
Het prettig in de hand liggende apparaatje is wat mij betreft mijn beste scheerapparaat tot nu toe. Scheren met zeep en mesjes is er voor mij niet meer bij, want de OneBlade scheert bijna net zo glad, met het bijkomende voordeel dat je veel eenvoudiger de baardlijn kunt stylen. Erg tevreden met mijn aankoop.

PHILIPS

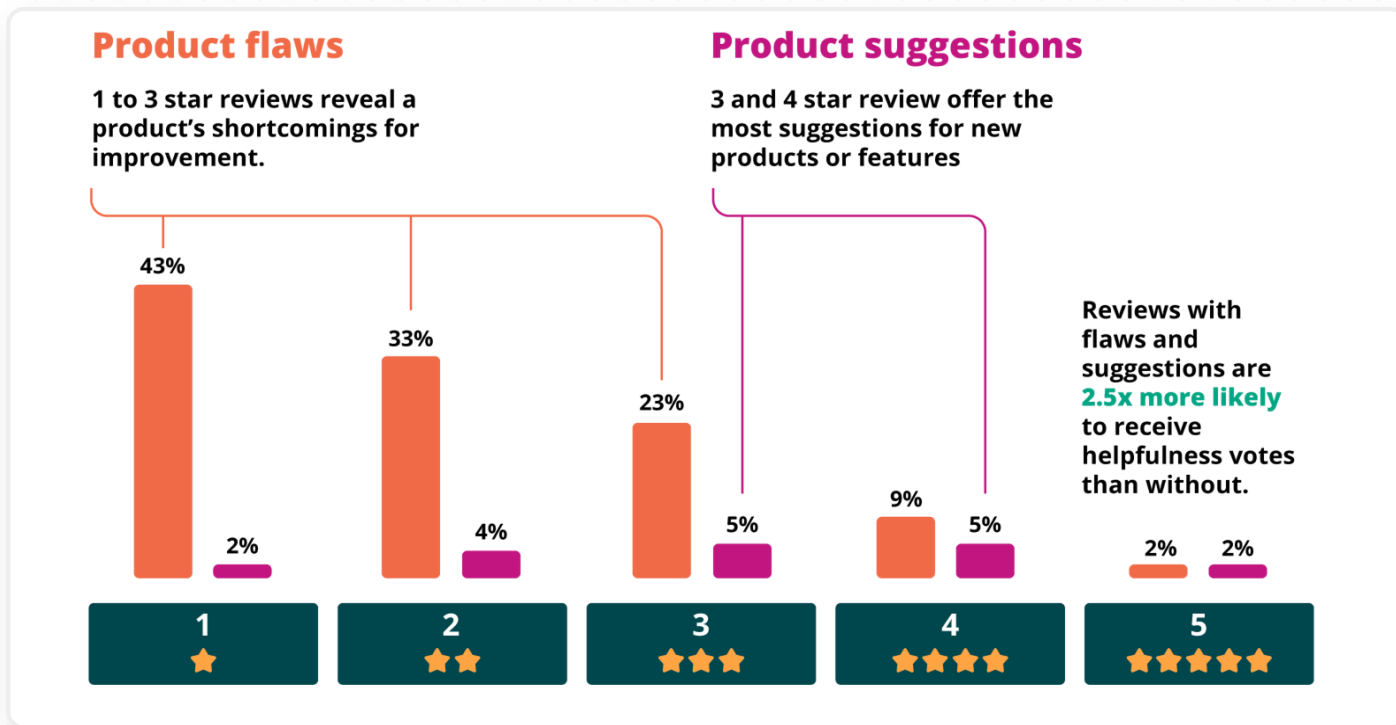
Oorspronkelijk gepost op philips.com

Consumer

#2. Rating increase drives sales conversion



#3. Different Ratings = Different Insights



★ **Both positive and negative reviews contain insights for improving products!**

How Philips Stays at the Forefront of Insights

Partnering with Wonderflow to Optimize VoC Strategy



Insights for EveryOne PH

- 1000+ users
- 300+ monthly active users



Insights available for all BUs



Insights at scale



Data from all strategic channels



Competitor product insights



Embedded in Pre, Launch & Post-Launch

- Target setting and user requirement selection
- Post Launch monitoring
- Support kill/cure

PHILIPS



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How Philips Stays at the Forefront of Insights

Quantifying Insights & Reach with Wonderflow's Data Lake

Dashboard	BU	SKUs	No. of reviews
Beauty	Beauty	795	733,697
Grooming	One Grooming & Shaving	2,739	2,201,523
Mother and Child care	Mother and Child care	3,754	910,311
Oral Health Care	Oral Health Care	2,034	1,682,466
	Overall total	9,322	5,527,997

Thanks to Wonderflow's AI, Philips has currently ingested:

- **5,527,997** total feedback
- Over **111 million** votes
- **3,815** Philips SKUs
- **5,260** competitor SKUs

PHILIPS



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Using Wonderflow to Turn Voices Into Value (Case Example)

Consumer value



★★★★★ **Worth it?**
Reviewed in the United States on May 5, 2019
Style Name: S9000 Prestige | **Verified Purchase**

LISTEN

10%
5%

+2.00% Performance general
★ 4.36 → 4.45 stars

LEARN

2.9%

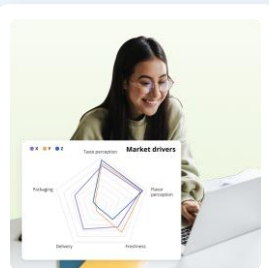
QUANTIFY



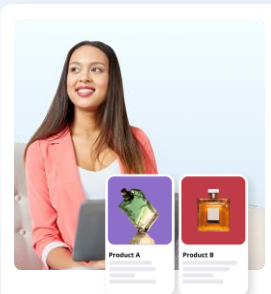
ACT

How Philips Stays at the Forefront of Insights

Ensuring Global Teams Make Feedback #1 Priority



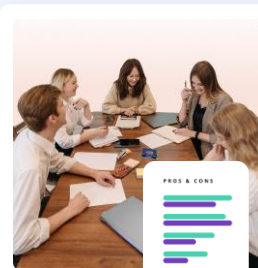
Product research



Consumer Insights



Marketing

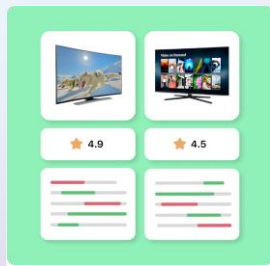


Consumer Care



eCommerce

Business application examples



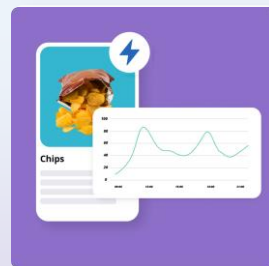
Product updates



API Integration



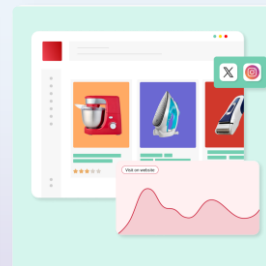
Product launch



Define target segments



Communication campaigns



Product page optimization

From Hype to Reality: Where GenAI Stands Today

Data Quality Matters – GenAI is only as good as the data it learns from. Poorly structured or biased data can lead to misleading insights.

Context Understanding Is Improving – GenAI struggles with sarcasm, cultural nuances, and highly specific industry jargon.

Human Oversight Is Still Needed – AI-generated insights require validation to ensure they align with business objectives and avoid ethical pitfalls.

Regulatory & Privacy Concerns – AI-driven analytics must comply with data protection laws, such as GDPR, limiting unrestricted use of customer feedback.



Market Outlook

The Future of Consumer Insights Is Augmented Intelligence

**ARTIFICIAL
Intelligence**

**HUMAN
Intelligence**

X REAL PEOPLE insights
will increase speed, depth and
quality of insights
(being aware of biases in data)



Shaver

★ 4.8
💬 1,588
❤️ 0.92
🕒 0.09



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PHILIPS

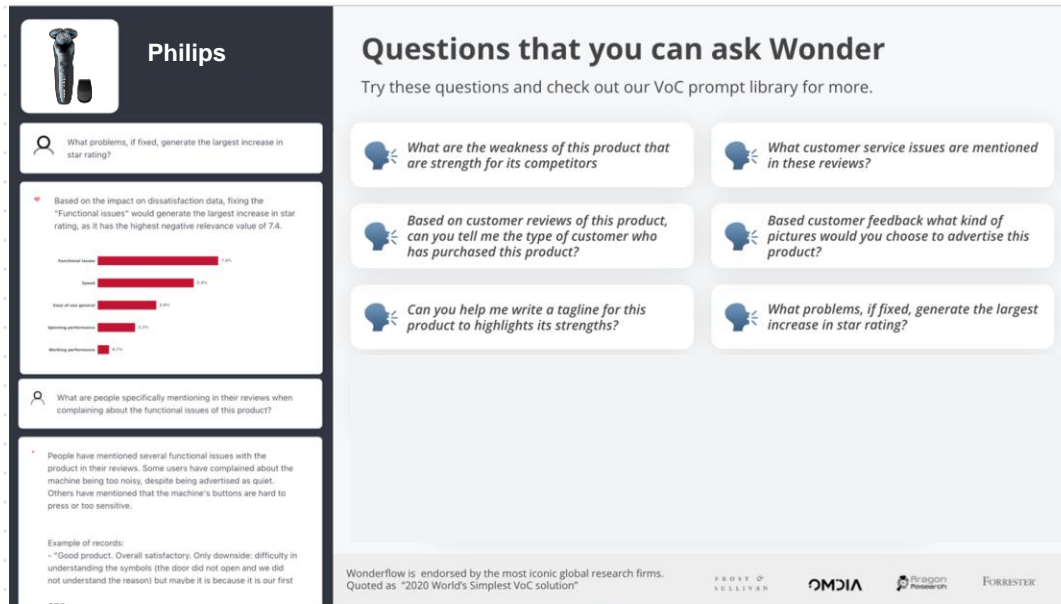


WONDERFLOW

Human + AI: Striking the Balance

Wonder is a generative AI-powered Agent that functions like an experienced Consumer & Market Insights professional.

Built on Wonderflow's advanced AI engine, it continuously analyzes consumer conversations, reviews, forum, surveys, and support tickets, delivering real-time insights that drive business decisions.





Flow



What people in the Nordics think about Tesla?



Agent to do list

Doubts and Sentiment of Tesla customers in the Nordics

Wonderflow AI Research



Get Data

Online

Connectors

Upload

Analyse data

Clean & Enrichment

KPIs

insights

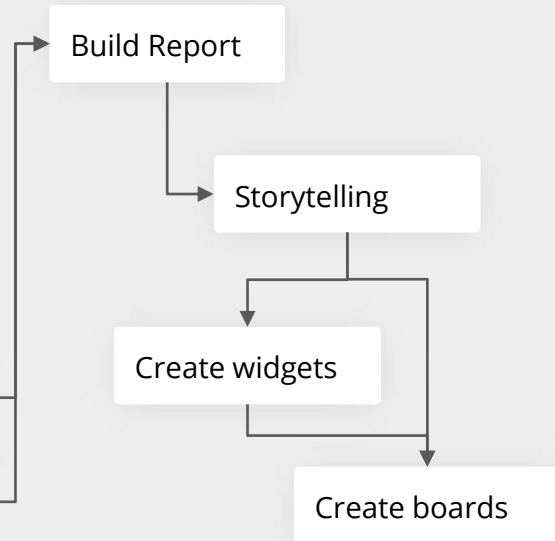
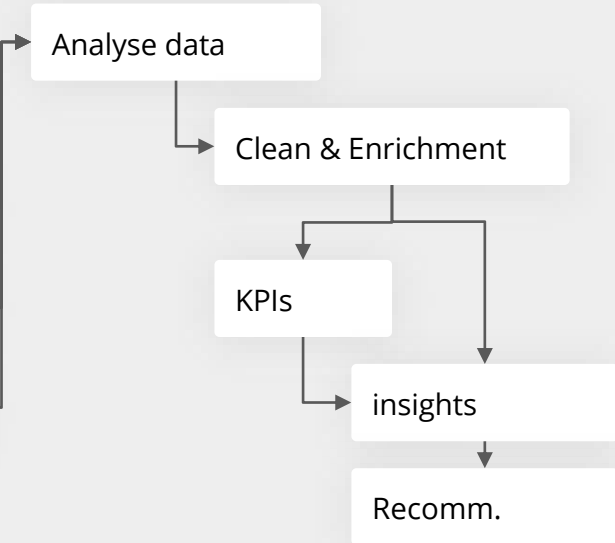
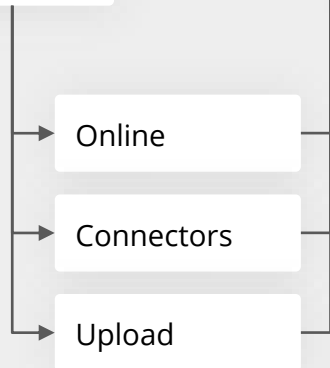
Recomm.

Build Report

Storytelling

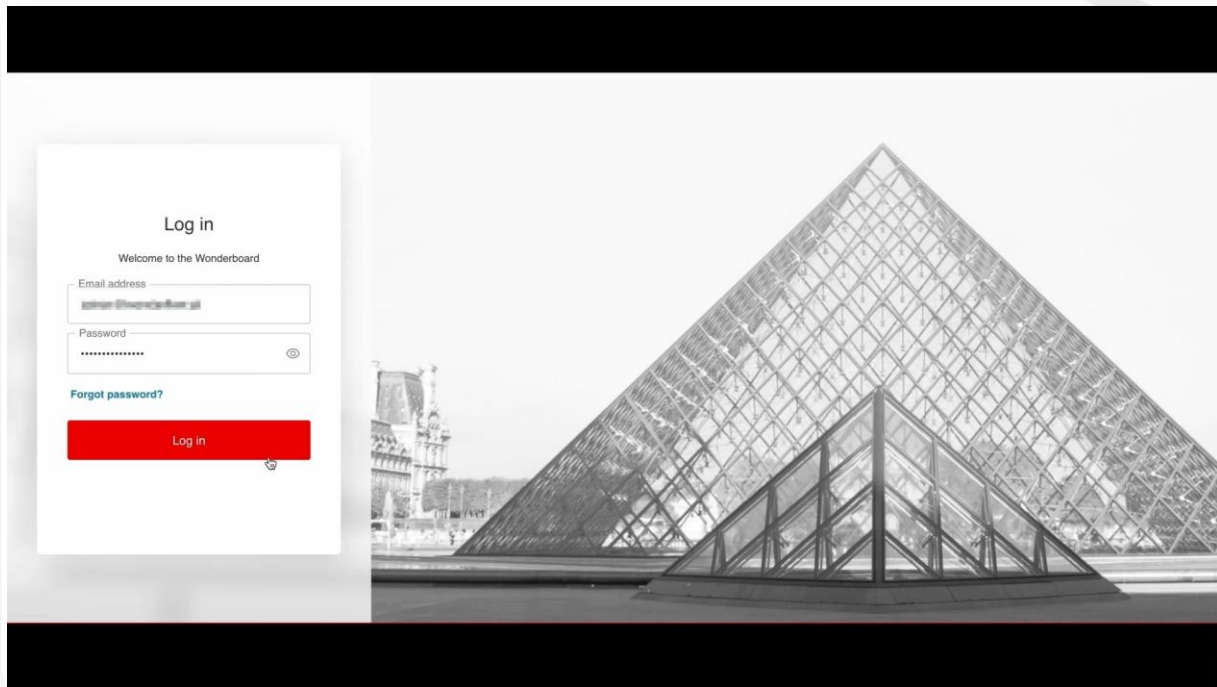
Create widgets

Create boards



GenAI in Action

Consumer Insights Reimagined: How Product Managers Use GenAI in VoC (Wonder AI)



PHILIPS



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Let's connect to continue the conversation!



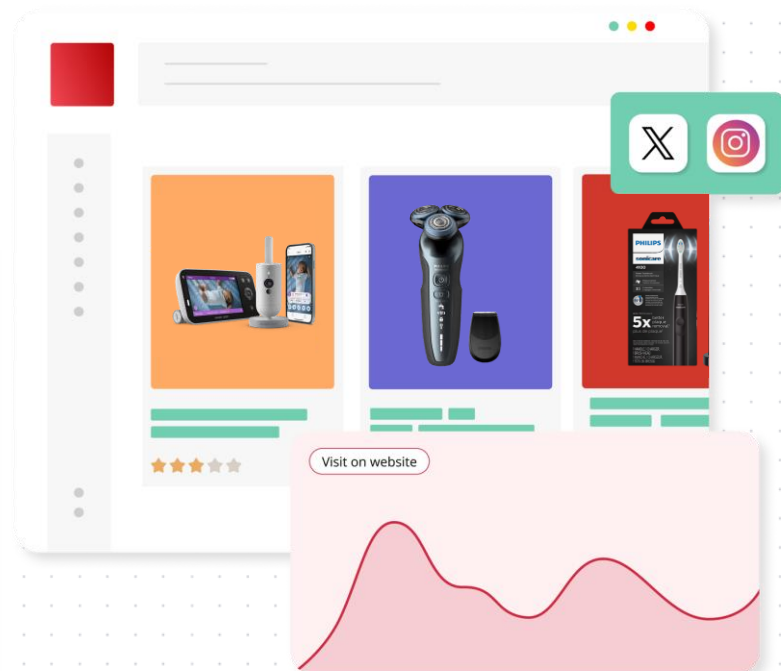
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Wonderflow
gianluca@wonderflow.ai



Verdy Maat

Global Manager
Voice of Consumer
Philips



Or meet us at Quirks

Booth #616

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