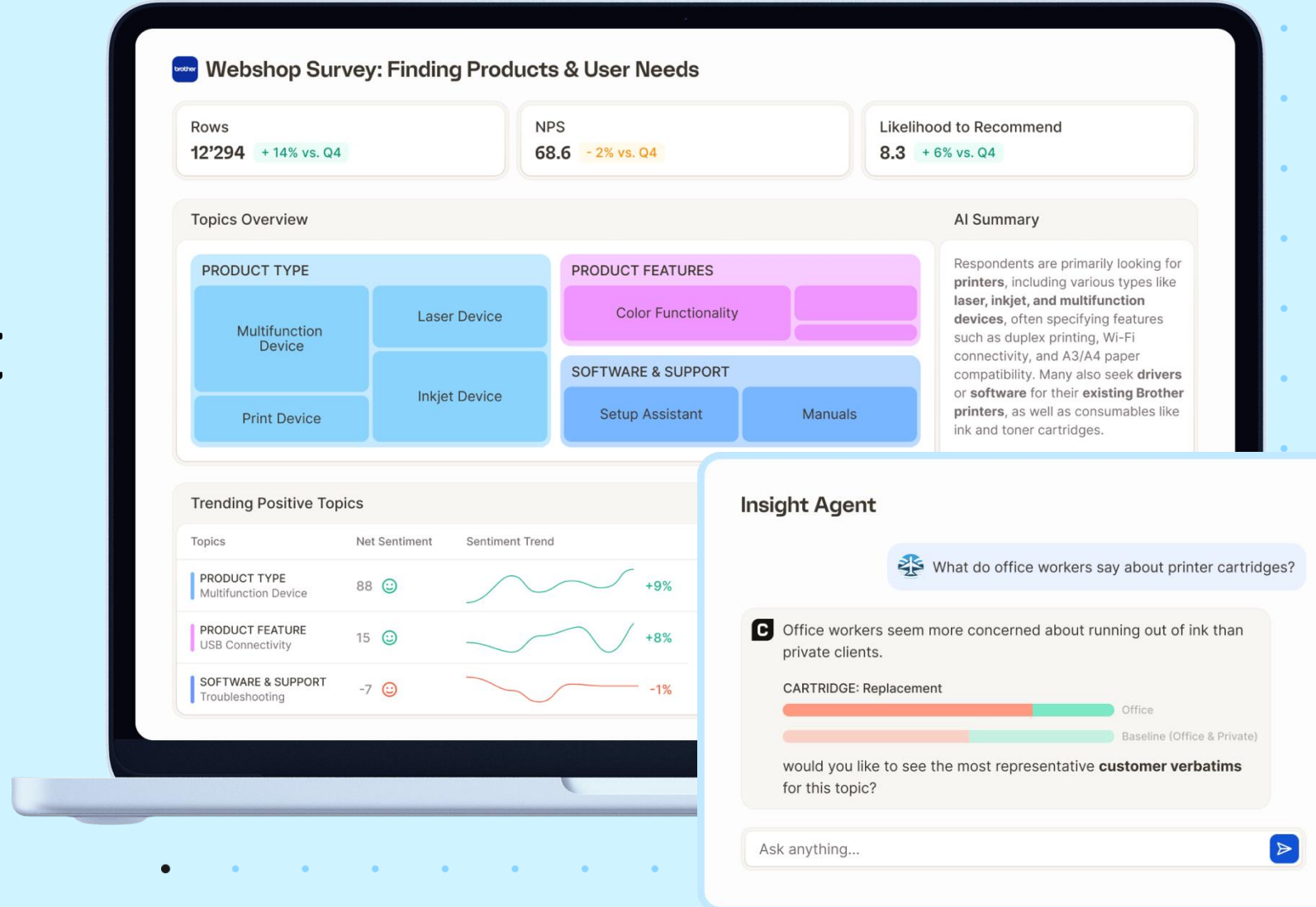


Making Every Impression Count

How Brother cleared reporting jams to listen on all sides of the Customer Journey.





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Meet Brother

Brother is a global provider of printing, labeling, and document management solutions, serving businesses and consumers in more than 40 countries.

Serving customers worldwide, Brother offers printers, multifunction devices, scanners, and labeling systems designed to support offices, businesses, and creators.

Guided by its long-standing **"At your side."** philosophy, Brother focuses on reliable technology and long-term customer value.



By being **"At your side"**, we enable people's productivity and creativity, contribute to society, and help protect the earth.

Our Vision From the Outset

Can **new methodologies** enable our small team to scale our *at your side* philosophy across European markets?



Our Top Challenges?

Customer feedback analysis didn't scale anymore.

Manual
Processes



Time-Consuming
Methods



Under-Utilised
Insights Sources



Our 3 Initial Goals



Efficiency

Analysis & visualisations.

01

Automatic Translations

Crucial with very little insight resources in-country.

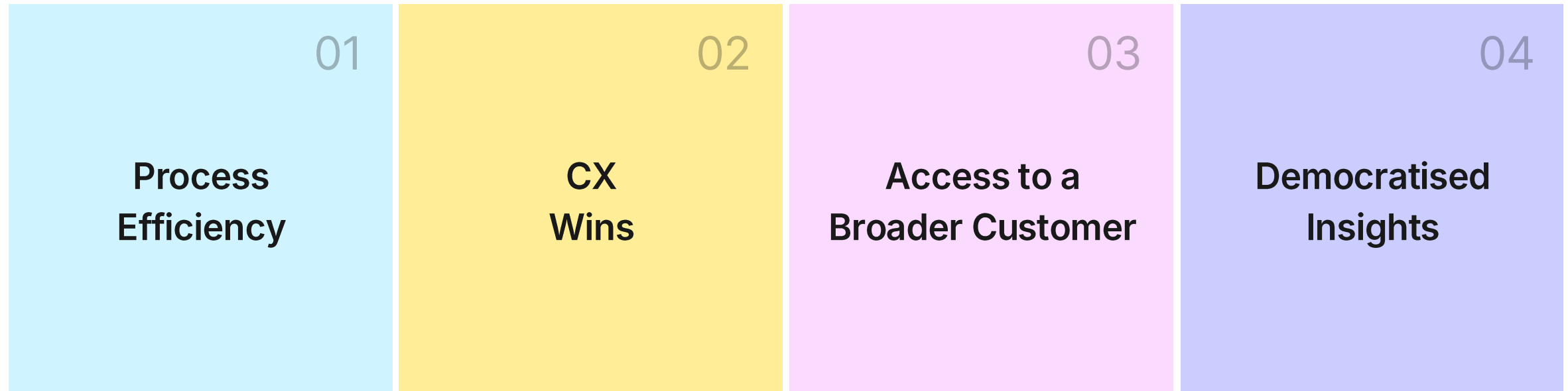
02

Coverage

Apply for both reviews and open-ended responses.

03

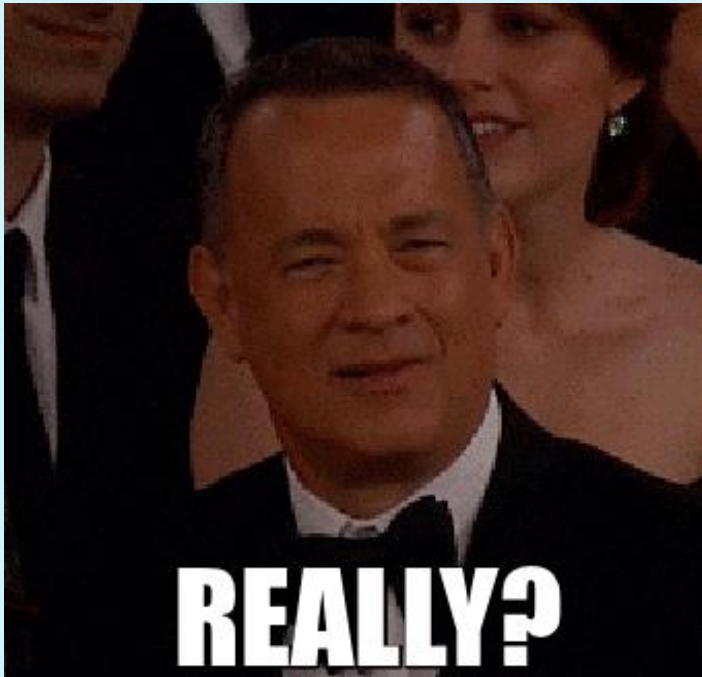
This is the story of how we got there,
and our agenda today.



Efficiency

How to do work in 2026

Manual



Do I *really* have to do
this work in 2026?

How to do work in 2026

Manual



Autonomous AI



How to do work in 2026

Manual



Autonomous AI



Guided AI



Feeling just right.

Review

AI quality score: 77
Reviews until update: 32

Created
Apr 23, 2025 by Jessica Ashcroft

Data type
Open

Last modified
Jul 21, 2025

🕒 Export ⋮

Filters

Order of upload

Select all Rows (631)

Search

3 Excellent printer - I just bought it, easy installation on mac, pc, iPad, Android and iOS. A bit imposing but prints and scans up to A3.

PRINT
A3 Printing

OVERALL SATISFACTI...
Satisfaction

AESTHETICS
Device Size

EASE OF USE
Setup / Installation Ease

CONNECTIVITY
Connectivity

SCAN
A3 Scanning

4 If I had known I would have bought it sooner - It's amazing, an A3 multifunction printer, with a super competitive price and compact size. Installation has been very easy, works first time...x000D... It fits my needs perfectly.

OVERALL SATISFACTI...
Satisfaction

EASE OF USE
Setup / Installation Ease

FEATURES
Multifunction

PRICE
Device price

AESTHETICS
Device Size

2 - 4 of 631

Topics 135 AI Quality Score Result Chart Statistics

Topic Assistant

Search

OVERALL SATISFACTION 1

Satisfaction + Add topic

PERFORMANCE 3

Reliability Processing Speed Functional + Add topic

FEATURES 10

Multifunction Fax Scan Copy
Screen / Display Duplex fax NFC Extra Features
Device Language Features + Add topic

PAPER HANDLING 7

New category +

Can I trust my results for decision-making?

I bought my Brother printer a month ago and haven't regretted it. The printer features excellent print quality, is easy to use, and very quiet.

FEATURES Features 😊

PRINT Quality 😊

EASE Ease of use 😊

AESTHETICS Sound volume 😊

SATISFACTION General satisfaction 😊

Enable sentiment

New topics 4 Similar topics 3

PRINT

Quality × Speed ×

FEATURES

Print × Scan ×

Add Category +

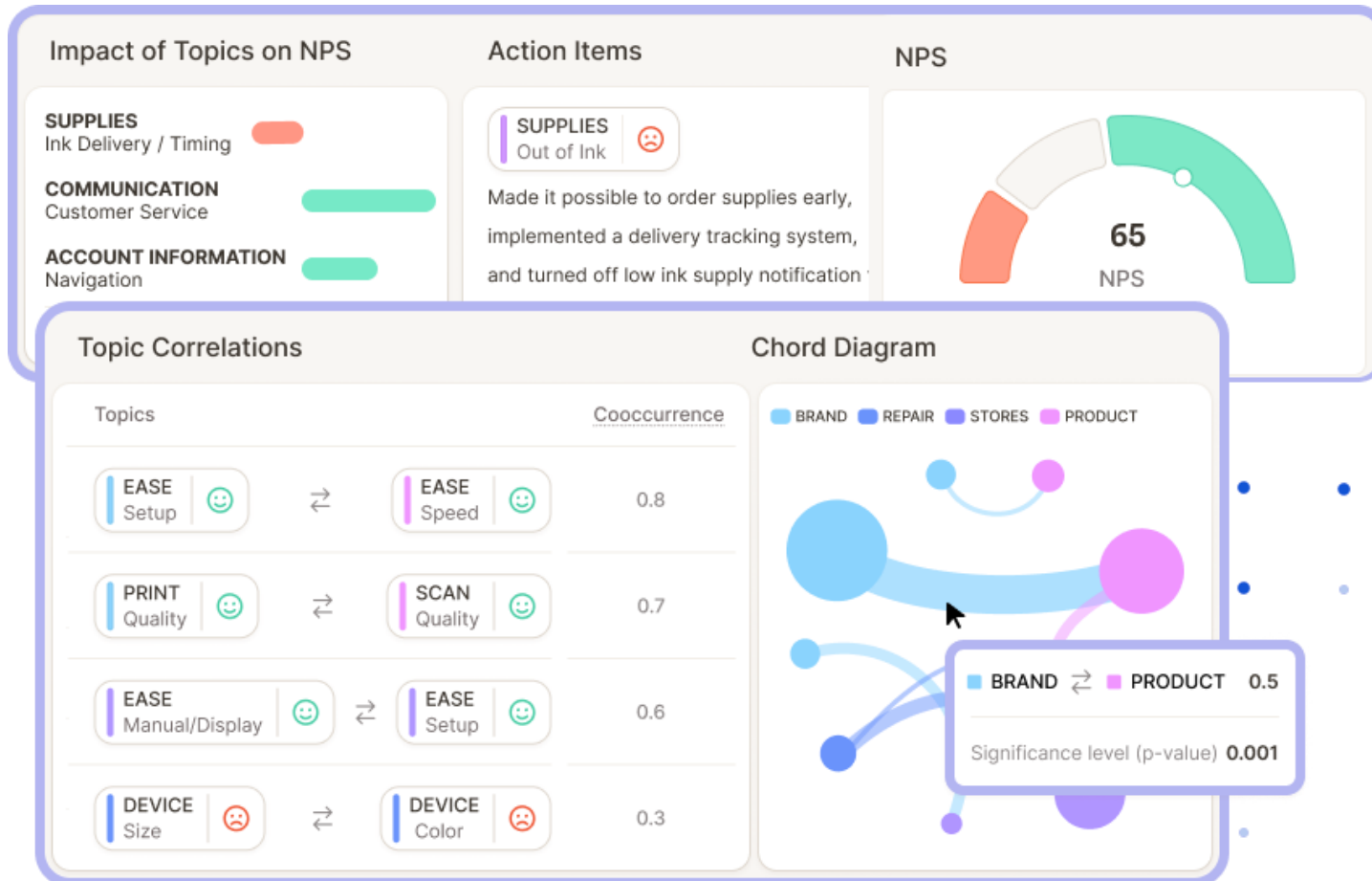
FEATURES NFC 😊

DEVICE Color 😞

AI quality score: **87**

Updated AI assignments arrive in **1 min.**

What Brother unlocked with Caplena



→ Improved robustness and reliability of findings

→ Greater variety of insights/themes that may not show on smaller samples

→ More time to focus on analysis for better quality "so what"?

→ Surface relationships between topics that aren't obvious

→ Understand what really drives satisfaction

CX Wins

We understand what matters most to customers

As **online review analysis** has become more efficient using Caplena, analysis could be based on a larger number of reviews, giving us clearer findings that we have more **confidence** in.

Now, we understand what aspects in a printer matter most to customers, we can quantify **which topics influence ratings** and use these insights to inform product strategy.



From text analysis to CX feedback loops

Marketing collaterals adapt to customer's top priorities

Prominently featuring the most mentioned topics, providing information that help customers decide.

Top complaints are fed back to Product engineers

Enabling direct improvements in the current product lifecycle and in future generations.



ecopro
Trial Included

**Your Smart Office Partner
All-in-One Wireless Inkjet Printer**

The feature-rich MFC-J4550DW offers superior performance with enhanced paper handling, greater connectivity options and intuitive touchscreen navigation. This all-in-one device is the perfect partner, combining printing, scanning, copying, and faxing capabilities.

Maximise your productivity with fast print speeds, vibrant colour quality, and extended printing with high yield supplies - helping you save on printing costs.

MFC-J4550DW

Key features:

- Print up to 20 images per minute¹
- Automatic 2-Sided print
- 6.8cm (2.7") Colour touchscreen
- Fast ethernet, 5GHz WiFi and USB
- Print directly from or scan to PC, mobile app and USB
- 400 Sheet paper input, manual feed slot, 20 Sheet Automatic Document Feeder (ADF)¹¹
- 100 Sheet paper output¹¹
- Comes with 350 black, 350 colour yield inks, 3,000 black, 2,000 colour maximum yield available⁹

High quality print

High quality supplies are essential for achieving outstanding print results. These premium pigment inks are formulated to produce vibrant colours and sharp text. Whether you are printing images, presentations, or documents, they enhance overall print quality.

Efficient

Simplify your day with enhanced paper handling. Holding 400 sheets reduces the frequency to refill. Save time with print speeds of up to 20 images per minute, automatic 2-sided printing, a dedicated 20 sheet automatic document feeder and a 100 sheet paper output. Easily scan documents and send them directly to your desktop or mobile device.

Simple to use

Enjoy a hassle-free set up experience with the 6.8cm (2.7") colour touchscreen and use your device with ease through Brother Mobile Connect or a range of flexible connectivity options including fast ethernet, 5GHz WiFi and USB.

Business Impact

By surfacing issues the business wouldn't otherwise be aware of...

Enhanced Understanding

of the Brother customer across teams



Improved CX

with confidence and control



Increased Sales & Retention

with feedback-driven improvements



Easy Access to a Broader Customer

Results: a **10x Increase** in Feedback Analysed And Growing Appetite for more Projects

Let's Analyse ... Existing Data!

Like Brother Mobile
Connect app reviews.

Let's Collect ... More Data!

On site pop-up surveys,
easily analysed using
Caplena.

Let's Meet Customers ... Where They Are!

- Amazon
- Trustpilot
- Reddit
- Google Play

Let's Analyse What They Say ... About Competitors!

And let the voice of
customers to the
benchmark..

Democratised Insights

How do I get my Insights to be Consumed?

Product Managers

Detractors Passives Promoters

7.6

Category	Score	Change
SETUP Ease	25	+7%
SUPPLIES Out of ink	-19	+5%
UI Navigation	-11	-3%

Executives

Product A Product B

SUPPLIES UI SETUP

Ask your insight agent anything...





What questions about the project **Value Prop 2** do you have today?

   [AI-Generated](#)

Ask a question and [Enter]



Over **2K views** in the last 12 months Making the Insights Heard

01

Accelerated Sharing

More results, more quickly
(reviews, vs a sample).

02

No Fear of Broken Dashboards

Shareable links, personalized
views and filters.

03

Insights Democratised

Fueled by anonymization,
translation toggle and drillable
dashboards.

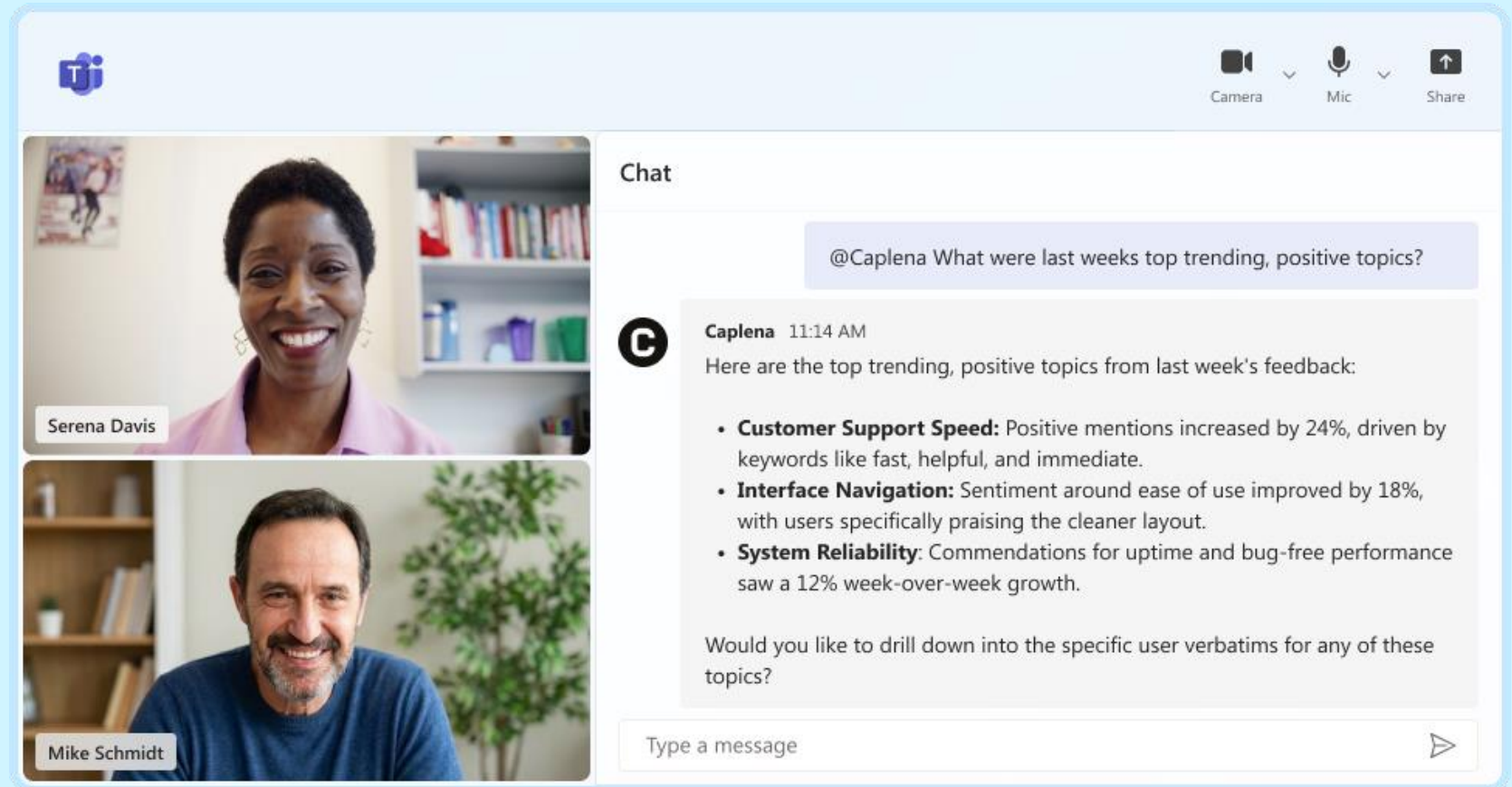
04

What's Next?

Microsoft Teams integration,
bringing insights at everyone's
side.

Meeting Stakeholders Where Work Happens

- Bringing the Voice of Customer into meetings,
- Running deep dives or Scheduling alerts and digests.



The screenshot shows a Zoom meeting interface. On the left, there are two video thumbnails. The top one shows Serena Davis, a woman with short dark hair wearing a pink blazer, smiling. The bottom one shows Mike Schmidt, a man with a beard wearing a blue t-shirt, also smiling. To the right of the video thumbnails is a chat window. At the top of the chat window, there are icons for Camera, Mic, and Share. The chat header says "Chat". A message from @Caplena asks: "What were last weeks top trending, positive topics?". Below this, a message from Caplena (with a 'C' icon) is timestamped "11:14 AM" and says: "Here are the top trending, positive topics from last week's feedback:". This message contains a bulleted list of three items: "Customer Support Speed", "Interface Navigation", and "System Reliability". At the bottom of the chat window, there is a text input field that says "Type a message" and a send button (a right-pointing triangle).

Thanks for joining us!



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Scan the QR code to
download our presentation.



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