

Smart Feedback Analyzer - User Guide

Thank you for purchasing our extension. If you have any questions that are beyond the scope of this document, please feel free to contact us via support@magenest.com

By: Magenest | Support Portal: <http://servicedesk.izysync.com/servicedesk/customer/portal/7>

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Introduction

Smart Feedback Analyzer is an AI-powered system for analyzing customer feedback/reviews. The system helps businesses:

- Automatically classify sentiment (positive / neutral / negative) for each feedback item
- Identify mentioned topics (product quality, delivery service, ambience, etc.)
- Generate overview reports with insights and specific recommendations
- Store analysis history to track trends
- Quickly filter and search by topic and review type

Target users: Customer service department, store managers, marketing department.

System Requirements

To use the system, you need:

- Web browser: Chrome, Firefox, Edge (latest version)
- Internet connection (to call the AI API)
- Feedback data file in CSV or Excel format (.xlsx, .xls)
- Maximum file size: 10MB

System access: <https://sfa.izysync.com/>

Data Preparation

File Format

The system accepts the following file formats:

Format	Extension	Notes
CSV	.csv	UTF-8 encoding (with or without BOM)
Excel	.xlsx	Excel 2007 or later

Legacy Excel	.xls	Excel 97-2003
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Data Column Structure

The system automatically detects data columns. Below is the list of supported columns:

Column	Required	Accepted Column Names	Description
Feedback content	Yes	feedback_content, text, content, review, comment, feedback, message, body, noi_dung	Customer review content
Star rating	No	rating, star, stars, score, diem, sao, so_sao	Rating score from 1-5 stars
Reviewer name	No	reviewer_name, reviewer, name, author, customer, khach_hang	Customer name
Time	No	time, date, timestamp, created_at, thoi_gian, ngay, review_date, datetime	Review time (text or datetime)
Product name	No	product_name, product, san_pham, item, sku	Product/service name
Platform	No	platform, source, san, kenh, channel	Sales channel (Shopee, Lazada, etc.)
ID	No	feedback_id, id, review_id, stt	Identifier (automatically generated if unavailable)

Note: Only the feedback content column is required. Other columns, if available, will be detected automatically. If there is no rating column, the system can still run the analysis, but it will rely only on the text content.

Time Column (time)

The time column supports both data types:

Data Type	Example	Processing
Relative text	"2 weeks ago", "one month ago"	Kept unchanged
Datetime	2024-01-15 14:30:00	Automatically formatted as dd/mm/yyyy HH:MM
Date	15/01/2024	Automatically formatted as dd/mm/yyyy

Sample Data Example

Below are the first five rows from the sample file (reviews_Jollibee_Trung_Hòa.csv):

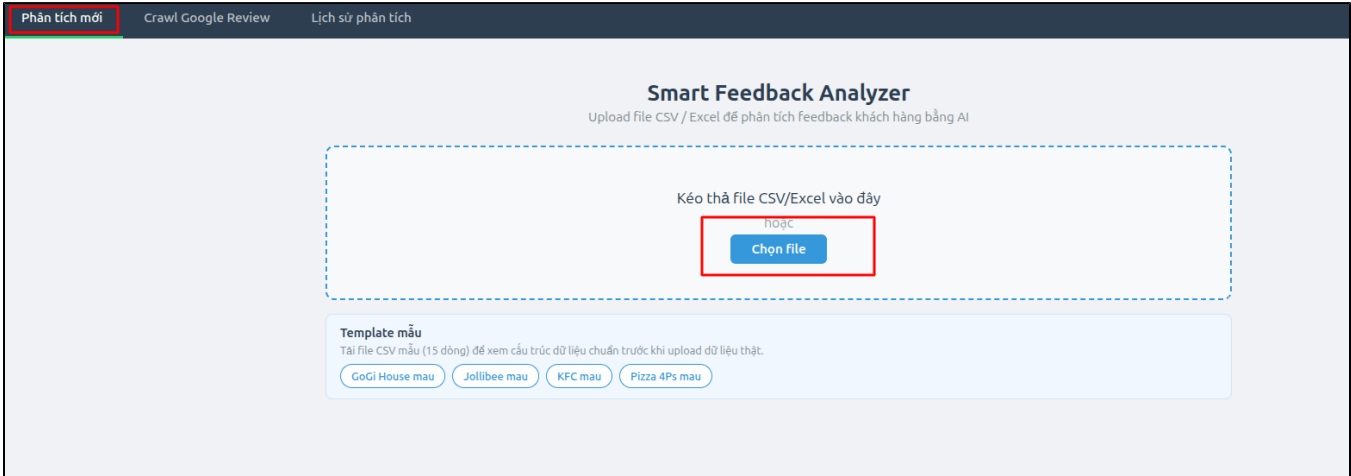
Name	Rating	Time	Text	Owner_response
Binh Nguyn	5	one month ago	I received a voucher, so I invited my friends to eat there. We went near the evening; the restaurant was quite crowded...	Owner response one month ago Tha...
Trm	5	2 months ago	A friend invited me to eat there because there was a voucher. It was my first time trying fried chicken, and it was a bit...	Owner response 2 months ago Joll...
Hà Thu	5	one month ago	I went at 1 PM on Saturday and the restaurant was super crowded. I had a voucher, so the food was served quickly, not too late...	Owner response one month ago Tha...
Nh Phng Trn	5	one month ago	The restaurant is on a nice street. Although it was crowded, it was still clean. Compared with KFC, I prefer Jo...	Owner response one month ago Tha...
oàn Vu	1	2 months ago	The staff behaved poorly. While customers were eating, a staff member pulled the umbrella away for later customers, like...	Owner response one month ago Tha...

The system provides 4 sample data files for testing:

File	Source	Number of Rows
reviews_GoGi_House_Trung_Hòa.csv	GoGi House - Trung Hòa	842
reviews_Jollibee_Trung_Hòa.csv	Jollibee - Trung Hòa	200
reviews_KFC.csv	KFC - Láng H	1,045
reviews_Pizza_4Ps_Lotte_Center.csv	Pizza 4P's - Lotte Center	1,439

User Guide

Upload File



Step 1: Access the system from the home page (the "New Analysis" tab).

Step 2: Upload file:

- Click the "Choose file" button to select a file from your computer

Step 3: The system automatically parses the file, detects columns, and displays a data preview table. The preview table is paginated with 20 rows per page for easier viewing.

Step 4: Check the data in the preview table. Double-click a cell to view its full content.

Manage Analysis Topics



After the file is uploaded successfully, the "Analysis Topics" section appears. AI will classify feedback according to these topics.

- Add a new topic:

Enter the topic name (for example: "Ambience") and description (optional), then click "Add".

- Delete a topic:

Click the X button on the topic chip you want to remove.

Default: The system includes two default topics: "Product Quality" and "Delivery Service". You can add topics suitable for your industry.

Example topics by industry:

Industry	Suggested Topics
F&B (Restaurants)	Product Quality, Delivery Service, Ambience, Staff Attitude, Price

E-commerce	Product Quality, Delivery Service, Packaging, Price, Product Description
Hotels	Rooms, Service, Location, Food & Beverage, Price
IT Services	Software Quality, Technical Support, Price, Implementation Time

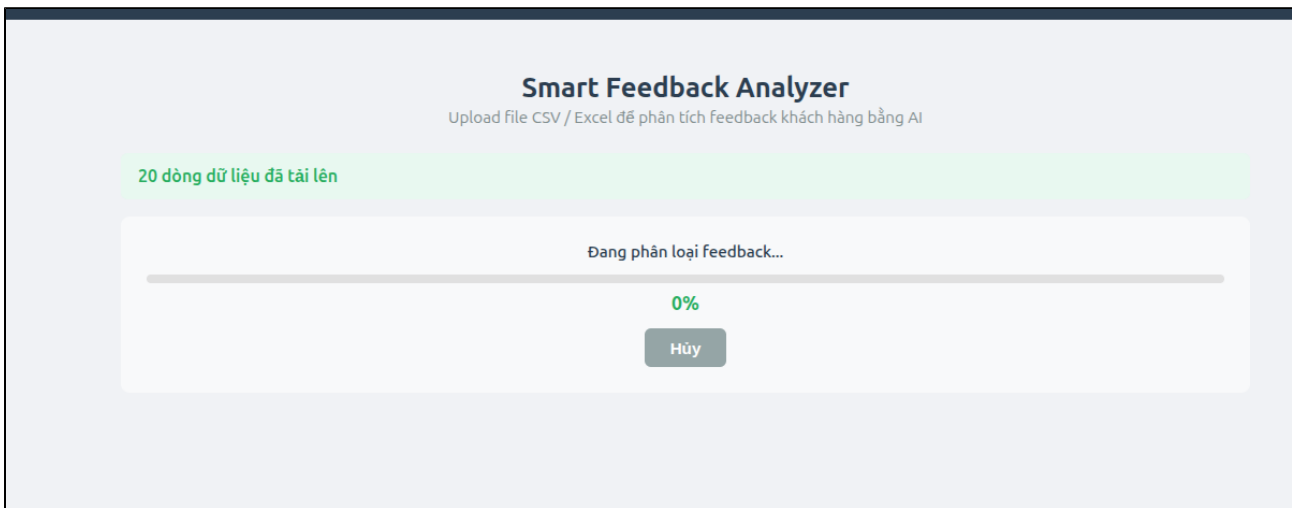
Start Analysis

Chủ đề phân tích
 AI sẽ phân loại feedback theo các chủ đề bên dưới. Bạn có thể thêm hoặc xóa chủ đề.

Chất lượng sản phẩm ×
không gian ×
chăm sóc khách hàng ×
Dịch vụ giao hàng ×

Click the "Start Analysis" button for AI to classify the feedback.

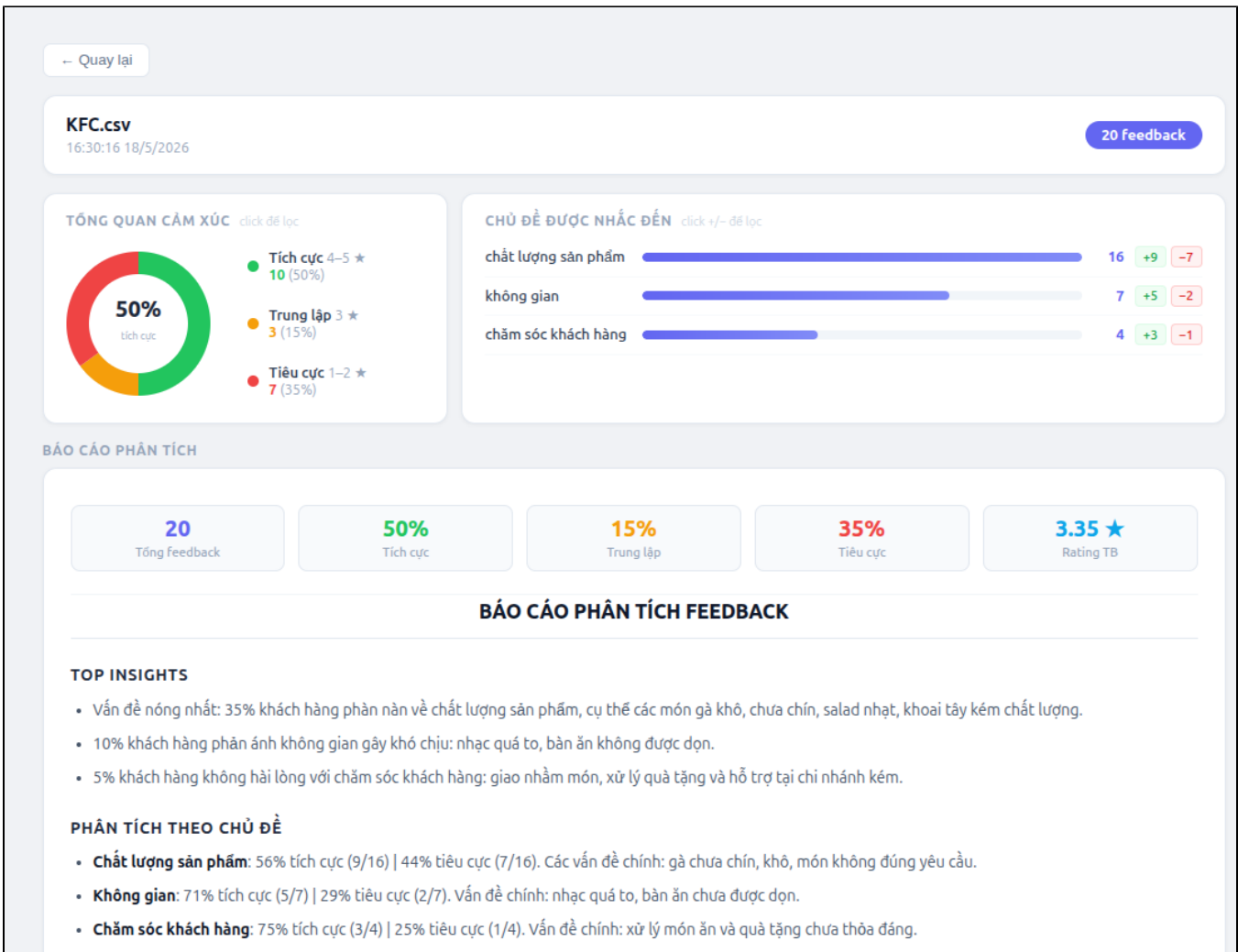
The analysis process includes 3 stages:



Stage	Description	Estimated Time
1. Preparation	Split the data into small chunks (20 feedback items/chunk)	1-2 seconds
2. Classification	AI analyzes sentiment + topics for each chunk (3 chunks in parallel)	Depends on the number of feedback items
3. Report Generation	AI summarizes and writes an insights report	10-30 seconds

The progress bar displays the completion percentage. You can click "Cancel" to stop the process at any time.

View Analysis Results



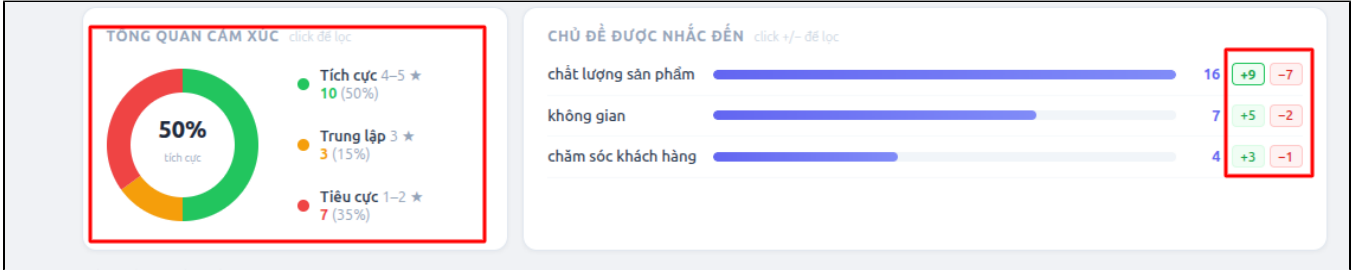
After the analysis is complete, the system automatically redirects to the results page. The results page includes the following sections:

1. **Overview statistics:** 4 cards are displayed: Total Feedback, Positive (4-5 stars), Neutral (3 stars), Negative (1-2 stars). Click each card to filter the table below.
2. **Mentioned topics:** Each topic is displayed as a card with the number of positive/neutral/negative reviews. Click the positive/negative number to filter the table by topic + review type.
3. **Analysis report:** An AI-generated markdown report, including: Overview, Top Insights, Topic-Based Analysis, and Actionable Recommendations.
4. **Detailed feedback table:** A paginated table (20 rows/page) displaying each feedback item with: Rating, Sentiment, Topic, Summary, Original Content.

Filter and Search

The system supports 2 filter types:

- Filter by overall rating:** Click the "Positive", "Neutral", or "Negative" card in the statistics section. The table will show only feedback with the corresponding rating (4-5 stars, 3 stars, or 1-2 stars).
- Filter by topic:** Click the positive/neutral/negative number in a topic card. The table will show only feedback belonging to that topic with the corresponding sentiment classified by AI.



CHI TIẾT FEEDBACK (9)

• Đang lọc: **chất lượng sản phẩm** · Tích cực (9 kết quả)

✕ Bỏ lọc

























ID	RATING	ĐÁNH GIÁ CHỦ ĐỀ	CHỦ ĐỀ	TÓM TẮT	NỘI DUNG
2	5	Tích cực	Chất lượng sản phẩm không gian	Đồ ăn ngon, lên món nhanh, quán sạch sẽ và nhân viên lịch sự...	Mình ăn ở KFC Láng Hạ vài lần rồi và nhìn chung trải nghiệm ...
4	5	Tích cực	Chất lượng sản phẩm không gian	Quán sạch, nhiều chỗ ngồi và đồ ăn hợp khẩu vị.	Quán sạch sẽ, thoáng mát, rất nhiều chỗ ngồi, đồ ăn ngon, gà...
7	5	Tích cực	Chất lượng sản phẩm không gian	Đồ ăn ngon, gà nóng giòn và trải nghiệm tại quán hải lòng.	Quá ngon quá tuyệt vời Nếu bạn đang cần tìm một chỗ ăn gà rá...
8	5	Tích cực	Chất lượng sản phẩm không gian	Đồ ăn nóng ngon, quán sạch và trải nghiệm ăn tại chỗ ổn định...	Ghé KFC Láng Hạ trong lúc khá đông nhưng phục vụ vẫn nhanh, ...
10	5	Tích cực	Chất lượng sản phẩm không gian	Quán sạch rộng rãi, gà ngon và không bị khô.	sạch sẽ ,rộng rãi gà rán ngon , không bị khô ,thịt trong gà ...
12	5	Tích cực	Chất lượng sản phẩm	Đồ ăn ngon, phục vụ nhanh và chỗ ngồi thoải mái.	Ra đồ nhanh , ăn ngon , chỗ ngồi thoải mái
15	5	Tích cực	Chất lượng sản phẩm chăm sóc khách hàng	Gà ngon, nhân viên tư vấn nhiệt tình.	Gà ngon k bị khô, nhân viên tư vấn nhiệt tình
16	5	Tích cực	Chất lượng sản phẩm chăm sóc khách hàng	Đồ ăn ngon, nhân viên nhiệt tình.	đồ ăn ngon nv nhiệt tình
17	5	Tích cực	Chất lượng sản phẩm	Khách hàng yêu thích KFC Láng Hạ.	em yêu KFC Láng Hạ 🍔🍗🍟🍹 🍔🍗🍟🍹 Vị trí & Không gian KF...

Clear filters: Click the "Clear filters" button or click the active card again.

Analysis History

W Lịch sử phân tích

Lịch sử phân tích

ID	File	Feedback	Thời gian	
40	KFC.csv	20	16:30:16 18/5/2026	 
39	KFC_mau.csv	15	12:00:38 6/5/2026	 
38	Jollibee_mau.csv	15	11:59:24 6/5/2026	 
37	[SOW] SalePro-WordPress.xlsx	155	17:14:50 24/4/2026	 
36	Google Reviews - KFC	100	11:25:41 22/4/2026	 
35	GoGi_House_mau.csv	15	11:24:14 22/4/2026	 
34	Google Reviews - Jollibee Vincom Phạm Ngọc Thạch	100	10:49:14 16/4/2026	 
33	Jollibee Vincom Phạm Ngọc Thạch.csv	100	10:41:37 16/4/2026	 
32	GoGi_House_mau (1).csv	15	09:38:57 16/4/2026	 
31	Google Reviews - Công ty Magenest (chi nhánh Hồ Chí Minh)	6	17:12:23 1/4/2026	 
30	Google Reviews - JINRO BBQ	100	15:11:27 1/4/2026	 
29	Google Reviews - KFC	100	17:11:05 31/3/2026	 

Go to the "Analysis History" tab to view all analyses performed.

- View details: Click the "View" button to reopen the analysis results.
- Delete: Click the "Delete" button to delete an analysis (confirmation is required before deletion).

Crawl Google Reviews

Crawl Google Review Lịch sử phân tích

Crawl Google Review

Tự động lấy reviews từ Google Maps và phân tích bằng AI

🔍 Trên cửa hàng — VD: KFC Láng Hạ Hà Nội

SỐ REVIEWS TỐI ĐA SẮP XẾP

100 Mới nhất **Bắt đầu crawl**

The Crawl Google Reviews feature allows you to automatically collect reviews from Google Maps without preparing a file. Access the "Crawl Google Review" tab from the navigation bar.

Crawl Google Review
Tự động lấy reviews từ Google Maps và phân tích bằng AI

🔍 KFC Láng Hạ

SỐ REVIEWS TỐI ĐA: 100

SẮP XẾP: Mới nhất

Bắt đầu crawl

Step 1: Enter the store name in the search box (for example: "KFC Láng H Hà Ni"), then press Enter or click the "Start crawl" button.

Step 2: Configure optional parameters before crawling:

- Maximum number of reviews: from 10 to 5,000 (default 100)
- Sort by: Newest / Most Relevant / Highest Rating / Lowest Rating

Step 3: The screen displays real-time logs and a progress bar (%). Click "Cancel" to stop at any time.

Crawl Google Review
Tự động lấy reviews từ Google Maps và phân tích bằng AI

100 Reviews crawl được

KFC Cửa hàng

4.8 Rating trung bình

DANH SÁCH REVIEWS (100) 1-10 / 100 [CSV](#)

Tên	Sao	Thời gian	Nội dung	Phản hồi của địa điểm
THÀNH VŨ	★★★★★	3 ngày trước	Bạn Nhung đáng yêu nhiệt tình, súp pọt ok luôn, cứ gặp bạn Nhung nha	—
Nguyễn Mỹ Anh	★★★★★	3 ngày trước	Được rồi	—
Châu Nguyễn Minh	★★★★★	4 ngày trước	OMG ĐỒ ĂN Ở ĐÂY NGON QUÁ!!!	—
Briee Le	★★★★★	5 ngày trước	Rộng rãi, rất nhanh chóng	—
Linh Phạm Khánh	☆☆☆☆☆	một tuần trước	Đặt combo 2 miếng gà nhưng giao 1 miếng	—
Nam Le	★★★★☆	một tuần trước	—	—
Vũ Lê	★★★★★	một tuần trước	Tuyệt	—
Sơn Nguyễn	★★★★★	3 tuần trước	Rất tốt	—
Danny	★★★★★	3 tuần trước	Các em nhân viên take care khá nhiệt tình khách. Cơ sở rộng rãi, đồ ăn vừa miệng	—
TRƯỜNG GIA HUY	★★★★★	4 tuần trước	—	—

— Trước 1 2 3 ... 10 Sau →

Chủ đề phân tích
AI sẽ phân loại feedback theo các chủ đề bên dưới. Bạn có thể thêm hoặc xóa chủ đề.

Chất lượng sản phẩm × không gian × chăm sóc khách hàng × Dịch vụ giao hàng ×

Tên chủ đề: Mô tả (tùy chọn): [Thêm](#)

Phân tích 100 reviews bằng AI Crawl cửa hàng khác

Step 4: Once crawling is complete, the system displays quick statistics: number of reviews collected, store name found, and average rating.

Step 5: The preview table displays the list of reviews (paginated with 10 rows/page). Click "CSV" to download all data to your computer.

Step 6: Manage topics and click "Analyze X reviews with AI" to start (same flow as Upload in sections 4.2-4.4). Or click "Crawl another store" to return to search.

Note: The more specific the store name is (including the address), the more accurate Google Maps results will be. Example: "KFC Láng H Hà Ni" instead of just "KFC"

Understanding the Results

Overall Evaluation

Classification is based on the customer's star rating:

Type	Rating	Meaning
Positive	4-5 stars	Customers are satisfied with the product/service
Neutral	3 stars	Customers had an average experience, with nothing particularly outstanding
Negative	1-2 stars	Customers are dissatisfied and have complaints

Mentioned Topics

AI reads feedback content and identifies relevant topics. Each topic has its own sentiment (which can be different from the overall evaluation).

Example:

Feedback	Rating	Overall	Topic 1	Topic 2
"The food was good, but delivery was too slow"	3 stars	Neutral	Product Quality: Positive	Delivery Service: Negative
"The restaurant is beautiful, the staff are enthusiastic, and the chicken is delicious"	5 sao	Positive	Product Quality: Positive	Ambience: Positive
"The food was cold, shipping took too long, disappointing"	1 sao	Negative	Product Quality: Negative	Delivery Service: Negative

Detailed Report

The AI-generated report includes:

Overview: Total number of feedback items, positive/neutral/negative percentages, and average rating.

Top Insights: 3-5 most significant issues, sorted by severity, with specific data.

Topic-Based Analysis: For each topic: positive/negative ratio and a short summary.

Recommendations: 3-5 specific, practical actions, prioritized by urgency.

Update

- When a bug fix or new feature is released, we will provide you with the module's new package.
- All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the config cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests within **2 business days**.
- We will offer **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other services such as customizing our products, installation, and uninstallation service.

Once again, thank you for purchasing our extension. If you have any questions relating to this extension, please do not hesitate to contact us for support.