

One defect is costing us more stars than any rival.

We can see it and fix it.

Complaints reach us late and in pieces. Buyers report problems in reviews weeks before they reach care lines, and AI repeats them. We can spot, trace and close issues faster.

WHERE WE STAND

31%

of 1-2★ reviews mention tabs coming loose

6 wks

before complaints reach the care line

-0.3★

rating drop on the size 4 range

2

markets where AI warns about the issue

COMPLAINT RATE PER 1,000 REVIEWS

Us		48
Category avg		29
Best in class		17

Last 6 months, 4 retailers, 3 markets.

WHY · THREE LAYERS OF EVIDENCE

Human Intelligence · leads

Every complaint, by product, size, batch timing and market.

Product Intelligence

Which formats and features rivals changed to fix the same issue.

Machine Intelligence

Where AI now warns buyers about our product.

WHAT BUYERS SAY

"Tabs came off twice in one night. Never had that with the old pack."

Started after the March pack change · size 4 and 5 only

TOP COMPLAINTS · SHARE OF 1-2★ REVIEWS

Tabs coming loose		31%
Leaks at the back		19%
Runs small		14%
Rash or redness		8%

ISSUE CHECK · SIZE 4 RANGE

Linked to a production change	Yes
Reported to care line	6 wks late
Fixed on rival products	2 / 3
Answered on product page	No

The issue is limited to two sizes after one change — a fast, contained fix.

THREE MOVES

01 Fix the tab issue

Target sizes 4 and 5 after the March change.

02 Hear it first

Daily complaint alerts, not 6-week lag.

03 Repair trust

Tell buyers and AI it's fixed.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Root-cause review sizes 4-5 With production · Quality lead	Days 1-14	HUMAN
Daily complaint alerts all ranges Reviews by SKU · Quality	Days 1-7	HUMAN
Rival fix check what they changed Format benchmark · R&D	Days 7-21	PRODUCT
Fixed-product update pages + care team So AI hears it · Quality + eCom	Days 30-60	MACHINE
Re-measure rating and complaints Before / after · Quality lead	Day 90	HUMAN

02 What we expect · 90 days

31% → 10%

tab complaints in 1-2★ reviews

+0.3★

rating recovered on size 4

6 wks → 1 d

complaint to alert

0

markets where AI warns about it

03 How we measure it

Complaint rate WEEKLY

Per 1,000 reviews, by SKU

Star rating WEEKLY

Size 4-5, 4 retailers

Alert speed DAILY

Review to quality team

AI warnings MONTHLY

Mentions in AI answers

Board readout DAY 90

Before / after

Baseline locked day 1. Last 6 months of reviews and care-line logs.

THE TEAM GETS

Win plan

Issues ranked by impact

Content bank

Fixed-product messaging

Action decks

Quality review decks

Buyer personas

Test fixes with buyers

The ask: approve the size 4-5 fix and daily complaint alerts across all ranges.

CONSENSYSONE.COM