

Research on User Feedback and Improvement Mechanisms in Enterprise Social Media Application

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Abstract: In today's digital age, social media accounts of enterprises have become a key channel for obtaining customer opinions and optimizing services. This article analyzes how companies can use social media platforms to collect, analyze, and apply consumer feedback information to create an efficient feedback response and improvement system. The types of user feedback in social media and their key roles in brand building and management were studied, and the concept of user feedback was clearly explained. Explore automatic capture techniques for user feedback information, diverse collection methods, and strategies for data organization and management. Propose the processing steps, analysis techniques, and specific paths for implementing improvement strategies for feedback information, with the aim of improving the operational efficiency and accuracy of the feedback system. Looking ahead to the development direction of intelligent feedback processing technology, discuss the core role of user feedback in promoting enterprise innovation and enhancing brand value.

Keywords: Social media, User feedback, Improvement mechanism, Enterprise applications, Digital Marketing.

1. Introduction

In the context of the digital age, social media has become a bridge for businesses to connect with consumers, accumulating a large amount of user feedback resources. This feedback reveals market trends and customer preferences for enterprises, playing a crucial role in shaping brand image, improving product performance, and enhancing service quality. The timeliness and diversity of user feedback on social media platforms provide valuable data resources for businesses to make more accurate decisions and adjustments. Exploring how to efficiently collect, organize, and utilize this feedback to build a comprehensive feedback response system is crucial for businesses, as it directly affects the enhancement of brand image and the optimization of user experience. The purpose of this article is to analyze how enterprises collect and process user feedback on social media, providing theoretical basis and operational guidance for enterprises to efficiently utilize feedback information and promote innovative development.

2. Overview of User Feedback on Enterprise Social Media

2.1. Definition of User Feedback

The various opinions, suggestions, dissatisfaction, and expectations raised by users during the use of enterprise products or services constitute the so-called user feedback. This feedback reveals users' actual experience, satisfaction level, and expectations of the product or service. There are various forms of user feedback, not limited to written expression, including likes, shares, tag usage, as well as implicit emotions and positions. There are various forms of user feedback on social networking platforms, such as comments, private conversations, and participation in voting, which are key information for enterprises to grasp user needs and evaluate product performance. By efficiently collecting and interpreting user feedback, enterprises can timely capture market dynamics, optimize product performance and user

experience, and improve service levels. User feedback, as a communication mechanism, directly affects user satisfaction and becomes a reference for enterprises to adjust their business strategies and innovate services, promoting positive interaction and communication between enterprises and users.

2.2. Types of User Feedback on Enterprise Social Media Platforms

On the company's social media platforms, user feedback varies in various forms, roughly divided into three categories: explicit feedback, implicit feedback, and interactive feedback. Clear response refers to the views or suggestions directly expressed by users through public comments or private messages, which intuitively demonstrate their feelings and expectations for the product or service. The implicit response is the attitude displayed by users through likes, shares, subscriptions, and other behaviors, without directly expressing opinions, which indirectly reflects the user's preferences. The interactive response mainly manifests in the interaction behavior between users and brands, such as participating in activities, filling out survey questionnaires, online live streaming interactions, etc. Various types of response information have their own advantages in terms of quantity and richness. Clear and detailed response information facilitates enterprises to understand specific issues. The amount of implicit feedback information is enormous, making it convenient for enterprises to conduct macro trend analysis. Interactive feedback can reflect users' enthusiasm and sense of identification with the brand. Properly distinguishing and utilizing extraordinary information can help enterprises accurately grasp user and market needs, enhance brand image and product performance.

2.3. The Relationship between User Feedback and Corporate Brand Management

Customer evaluation plays a crucial role in the process of corporate brand building. Customer reviews provide direct market feedback to businesses, enabling them to gain insight into the brand's position and popularity in the minds of

consumers. By conducting in-depth analysis of customer evaluations and needs, businesses can quickly adjust their products or services to improve customer satisfaction and loyalty. Customer feedback is also a key bridge for businesses and consumers to establish a deep emotional bond. Proactively responding to customer feedback can enhance consumers' sense of belonging and strengthen the interaction between brands and consumers. Especially in responding quickly to negative reviews and resolving issues, it can reduce the negative impact on the brand and enhance consumer trust. Using customer feedback in brand management to shape brand image and conduct communication management can help increase brand awareness, lay the foundation for long-term consumer trust, and provide a continuous source of power for the sustainable development of the enterprise. Customer feedback is an essential element of brand management and an important means of enhancing brand image and market competitiveness.

3. Enterprise Social Media User Feedback Collection Mechanism

3.1. Automated Collection Method for User Feedback

In the commercial social networking space, automatically collecting customer feedback has become a core strategy for improving operational efficiency. This automatic collection method utilizes the integration of artificial intelligence and data mining tools to achieve rapid collection and screening of customer feedback information. With the help of natural language understanding technology, customer emotions, core needs, and satisfaction can be automatically extracted from unstructured information such as comments and private messages, providing strong support for businesses to gain insight into customer mentality. Relying on web crawling technology, enterprises can automatically collect customer feedback from multiple platforms and different types, achieving cross platform aggregation of information. The automated feedback collection system includes monitoring software for social platforms, which can instantly capture users' comments, likes, and shares on social networks, and quickly integrate these data into the enterprise's feedback information database. With the help of emotion analysis technology, positive, negative, or neutral emotions in feedback information can be accurately identified, helping companies quickly grasp the trend of consumer emotional changes and take corresponding measures. This automated collection method reduces the labor and cost of manual monitoring, ensuring that enterprises can obtain the latest feedback from users in real time and build a real-time data support system [1].

3.2. Multi-Channel Collection Method for User Feedback

Adopting diversified approaches to collect customer feedback is equivalent to mastering a comprehensive treasure trove of user information for enterprises, which helps them gain a deeper understanding of customer needs and preferences. Enterprises can collect real-time feedback from customers on products or services through social media platforms such as message boards, private messaging, and real-time updates. The official website, online consultation platform, and email communication constitute the key path for receiving user feedback, providing customers with

multiple communication options. Enterprises can also capture users' opinions and needs and gain insights into their attitudes towards specific issues through engaging activities such as online surveys and voting. The feedback system embedded in mobile applications is also an important channel that cannot be ignored. Enterprises can collect users' feelings and suggestions during the operation process through the "user opinion collection" function. Facing a large user base, enterprises can also leverage third-party data service platforms and online research tools to obtain more comprehensive data support and build a comprehensive feedback information database [2]. The advantage of this multi-channel feedback collection method lies in the comprehensiveness of information and the diversity of data, which enables enterprises to grasp user information from multiple dimensions and provides a solid data foundation for product optimization and innovation.

3.3. Classification and Management of User Feedback Data

For the data operation of enterprises, it is crucial to systematically classify and maintain user feedback information as a fundamental task. According to the source and characteristics of feedback information, user feedback can be classified into four categories: product, service, brand, and user experience. Product feedback mainly covers users' evaluations of product performance and appearance, service feedback focuses on examining users' satisfaction with customer service, brand feedback is related to users' perception of the brand, and user experience feedback comprehensively reflects users' overall feelings during the use process. It is also crucial to classify the emotional tendencies of feedback information, which are usually divided into three types: positive, negative, and intermediate. This helps companies grasp users' emotional changes and timely identify possible problems. At the management level, enterprises need to establish a centralized data storage system to handle user feedback from different channels in a unified manner, and use tags and keyword indexing to optimize search and analysis efficiency. It is necessary to regularly organize and update data to maintain its timeliness and accuracy. Through this approach, enterprises can more effectively analyze user feedback, accurately grasp user needs, and provide strong data support for continuous improvement [3].

4. Construction of a Mechanism for Handling and Improving Feedback from Enterprise Users

4.1. Process for Handling User Feedback

Handling consumer feedback on corporate social networking platforms involves multiple key steps, such as collection, categorization, assignment, resolution, and response. It is crucial for enterprises to achieve orderly collection of user feedback. They can automatically integrate users' public comments, private chat information, and like data through social media API interfaces or feedback collection systems. In the classification stage, systematically organize the feedback content based on the nature of the problem (such as product functionality, customer service, brand image, etc.) and urgency, laying the foundation for the next processing work. The organized feedback information should be assigned to the corresponding departments for

professional handling, such as the R&D team for technical issues and the customer service department for service issues. During the processing phase, enterprises need to continuously monitor the progress of problem resolution to ensure that the issues are effectively addressed. After the problem is resolved, promptly report the handling results to users to improve their interactive experience and satisfaction. Enterprises should also keep all feedback processing files for future review of issues and improvement processes. An efficient user feedback processing mechanism can help businesses quickly respond to consumer needs, establish positive interactive relationships, and effectively enhance brand image [4].

4.2. Analysis Methods for User Feedback

Analyzing user feedback is crucial for enterprises to gain a deeper understanding of market demand and improve product and service quality. Among various analytical methods, identifying emotional tendencies, classifying similar information, screening key vocabulary, and studying time series are relatively common methods. Emotion analysis utilizes natural language processing techniques to reveal users' attitudes towards products or services and the root causes of their dissatisfaction. By categorizing and analyzing enterprises, it is possible to quickly identify core issues and trends in feedback, in order to focus on solving key problems. Extracting keywords can help companies quickly locate the focus of improvement. Time series analysis enables enterprises to track the evolution of user feedback over time and grasp the changing patterns of user interests and needs. By integrating these analytical methods, enterprises can obtain more comprehensive and profound market feedback insights, accurately capture user needs, provide strong data support for formulating improvement strategies, and enhance user satisfaction and market competitiveness.

4.3. Implementation of User Feedback Improvement Measures

Translating user feedback into core actions to improve product and service levels is crucial for businesses. The company needs to conduct in-depth analysis based on feedback information, formulate detailed improvement plans accordingly, identify key areas that urgently need improvement in products or services, and plan clear goals and implementation deadlines. The improvement plan should involve multiple dimensions such as technological innovation and service process improvement, striving to fully meet the specific needs of users. To ensure the effectiveness of improvement measures, enterprises need to establish quantitative evaluation criteria, such as user satisfaction growth rate, problem handling success rate, etc and evaluate the implementation effect of measures through regular effectiveness tracking. Pay attention to the closed-loop processing of user feedback when implementing improvement measures, actively provide feedback on the improvement results to users after the improvement is completed, and enhance users' trust in the brand. Continuous improvement mechanisms can help enhance user experience and contribute to the enhancement of brand image. By continuously tracking user feedback and conducting periodic evaluations, companies can gradually improve their service quality and market competitiveness [5].

5. Trends in Social Media User Feedback and Enterprise Innovation

5.1. Development of Intelligent Feedback Processing Technology

With the continuous innovation of technology, the interactive feedback processing of companies on social media platforms is gradually integrating intelligent means, improving the efficiency and accuracy of processing. The rapid development of natural language processing (NLP) technology allows companies to extract key user information from cluttered data and automatically perform classification and sentiment analysis. NLP technology can identify the specific content of feedback, as well as perceive the emotional color of users, and respond appropriately to positive or negative feedback. The application of artificial intelligence and machine learning algorithms endows feedback processing systems with the ability to self-learn, enabling them to uncover deeper needs and trends from user behavior patterns and preferences. With the help of deep learning, enterprises can intelligently predict user feedback, anticipate potential user needs or issues, and make timely adjustments. As an important component of intelligent feedback processing, intelligent customer service robots can provide real-time user inquiries and feedback responses, enhancing user experience and brand response speed. The advancement of intelligent feedback processing technology has brought revolutionary changes to the company's handling of social media user feedback, shortening processing time and enhancing the accuracy and timeliness of feedback processing [6].

5.2. Interactive Relationship between User Feedback and Enterprise Innovation

The voice from consumers, as the most direct intelligence in the market, is becoming a key force driving corporate innovation. Consumer opinions on social networks can quickly display fluctuations in goods, services, and market demand, injecting ideas and guidance for enterprise innovation. When examining consumer voices, companies can gain insights into their needs and preferences, and discover innovative entry points. For example, the functional requirements repeatedly mentioned by consumers can directly evolve into product upgrade plans, thereby compressing the time cycle of product development. The voice of consumers in promoting corporate innovation is not limited to optimizing products themselves, but also involves improving service models and business strategies. The connection between feedback and innovation is interactive, and the innovative achievements of enterprises will also receive reevaluation from consumers on social platforms, providing reference for continuous improvement. Improving consumer feedback mechanisms enables companies to achieve sustained innovation and enhance consumer engagement through communication with consumers. Through interactive feedback, enterprises have improved their innovation efficiency, deepened their emotional bond with consumers, and laid a solid foundation for their long-term development [7].

5.3. User Feedback and Enterprise Brand Value Enhancement

User feedback plays a crucial role in enhancing brand value,

and actively responding to and utilizing user feedback can significantly enhance brand image and user loyalty.

Table 1. shows the specific role of user feedback in enhancing brand value

Feedback Dimension	Brand Value Enhancement Effect	Description
Timely response	enhancing brand affinity	timely response to feedback, making users feel the care and importance of the brand
Improvement measures	enhancing product and service quality	optimizing products based on feedback to improve user satisfaction and brand reputation
User engagement	deepening emotional connections	feedback processing, and interaction give users a sense of belonging
Transparency	enhancing brand trust	publicly processing feedback information, enhancing brand transparency and trust
Innovation drives	enriches brand value	feedback drives innovation to inject new development momentum into the brand

The data table reveals multiple evaluation perspectives, highlighting the multidimensional impact of customer evaluations on shaping brand value. The rapid response and effective improvement strategy have effectively enhanced customers' trust and satisfaction with the brand, and strengthened the brand's attractiveness. Customer engagement establishes a close emotional connection between customers and the brand through interactive feedback. The open and transparent feedback processing has shaped the reputation of the enterprise and deepened customer loyalty to the brand. Innovation driven enriches the connotation of the brand and helps enterprises maintain their market leading position. Customer feedback injects a continuous stream of vitality into the growth of brand value, enabling the brand to demonstrate stronger advantages in fierce market competition.

6. Conclusion

In the field of commercial social networks, the collection of customer feedback and intelligent processing technology have opened new paths for brand operation and upgrading customer experience. This article explores the entire process of collecting, organizing, analyzing, and optimizing customer feedback, and proposes specific strategies and techniques to improve the efficiency of enterprise feedback. With the advancement of intelligent technology, enterprises can use automation and intelligent analysis methods to respond to customer feedback more quickly and accurately, thereby achieving continuous improvement of customized services and products. The role of customer feedback in driving corporate innovation and enhancing brand influence is becoming increasingly significant. Enterprises should

actively research intelligent feedback processing technology, create a sounder customer feedback and improvement system, and continuously meet market needs to enhance market competitiveness.

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