



Hi there,

Happy Friday!

Before you head into the weekend, **here's a quick hit of inspiration:** Wondering how Generative AI is really impacting your different teams?

Ajay Ochani from the **Consumer Care team at Versuni**—home of **Philips-branded** appliances—says it best, for instance. They're using our AI sentiment analysis tool to **build smarter products using real reviews**. From coffee machines to floor care, to everything that makes people feel at home! 🏡

At Versuni, **consumer obsession** is at the heart of everything we do. With Wonderflow, we take it to the next level by leveraging **AI-driven insights** and advanced sentiment analysis across global reviews for our Domestic Appliances. Its user-friendly interface helps us **uncover key consumer pain points**, enabling us to create innovative products that enhance our consumers' lives—truly **turning houses into homes**.

Channel sources

Reviews
587,756 ▲ 31%

Ajay Ochani
PRODUCT OWNER: VOC
INSIGHTS & ANALYTICS
CONSUMER CARE TEAM
AT VERSUNI

WONDERFLOW | Versuni

👉 [Read the press release](#)

Final Words

Did you hear about AI like ChatGPT changing the game for product discovery? We mentioned it in our last email to you, and how it can **greatly affect your brand reputation**. Learn more from **Riccardo Osti**, our founder and AI industry expert --- [read his article](#).

Enjoy your weekend!

Best,
The Wonderflow Team

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INSIGHT INNOVATION EXCHANGE 2025

Meet us to discover how GenAI is revolutionizing the Voice of Consumers

17-18 June 2025
Amsterdam

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