

Automated Feedback Analysis Workflow

How to create an AI Feedback Machine:

This project demonstrates how I built an automated system that collects customer feedback, analyzes it using AI, and transforms it into actionable insights in real time.

Customer → Form → AI Brain → Organized Data → Alert System

The Problem

- Businesses receive feedback but it doesn't get analyzed fast enough
- Negative experiences from customers and mistakes due to human error can go unnoticed
- Manual review takes too long

Customer feedback is powerful, but without automation, businesses miss patterns, delay responses, and risk losing customers.

The Solution

I created an automated workflow that:

- Collects feedback using Google Forms
- Sends it to AI (Gemini)
- Analyzes sentiment + summarizes feedback
- Stores results in Google Sheets
- Sends alerts for negative responses

Why it works:

Automation removes human delay and AI adds intelligence to raw data.

Tools & Technologies

- Google Forms → Data collection
- Make → Automation engine
- Gemini AI → Sentiment + summary
- Google Sheets → Data storage

Each tool plays a role in turning raw feedback into structured insights.

STEP 1: CREATE GOOGLE FORM

Collecting Feedback

Create a Google Form with two questions:

1. "How satisfied are you with our product or service?" (Multiple choice: Very satisfied / Satisfied / Neutral / Unsatisfied / Very unsatisfied)
2. "Please describe your experience or share any feedback in your own words." (Paragraph)

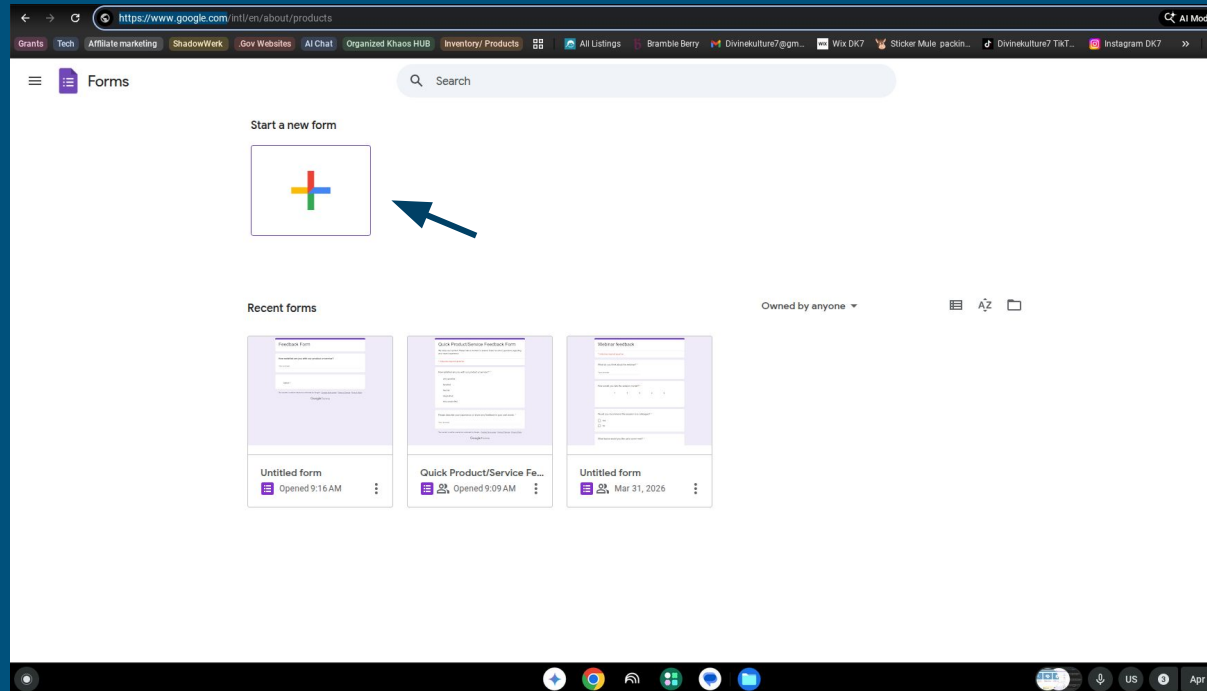


Why this works:

Structured + unstructured data gives both measurable and emotional insight.

First Log into <https://www.google.com>
Create an account:

Once account is created select start a new form.



Adding questions to form.

1. "How satisfied are you with our product or service?" Use drop down to select
(Multiple choice: Very satisfied / Satisfied /

The screenshot shows a form builder interface for a 'Feedback Form'. The form has a title 'Feedback Form' and a description 'Form description'. Below the description is a question box containing the text 'How satisfied are you with our product or service?'. To the right of the question box is a dropdown menu with the following options: Short answer, Paragraph, Multiple choice (selected), Checkboxes, Dropdown, File upload, Linear scale, Rating, Multiple choice grid, Checkbox grid, Date, and Time. Below the question box is a section for 'Question' with a radio button and the text 'Option 1'. At the bottom left is a button labeled 'Suggest questions'.

2. "Please describe your experience or share any feedback in your own words." Use drop down to select
(Paragraph)

The screenshot shows a form builder interface for a 'Feedback Form'. The form has a title 'Feedback Form' and a description 'Form description'. Below the description is a question box containing the text 'Please describe your experience or share any feedback in your own words.'. To the right of the question box is a dropdown menu with the following options: Short answer, Paragraph (selected), Multiple choice, Checkboxes, Dropdown, File upload, Linear scale, Rating, Multiple choice grid, Checkbox grid, Date, and Time. Below the question box is a section for 'Question' with a radio button and the text 'Option 1'. At the bottom left is a button labeled 'Suggest questions'.

📁 ☆ All changes saved in Drive

🔔 📅 🎨 ⚙️

Questions Responses Settings

Quick Product/Service Feedback Form

We value your opinion! Please take a moment to answer these two short questions regarding your recent experience.

How satisfied are you with our product or service? *

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very unsatisfied

Please describe your experience or share any feedback in your own words. *

Long answer text

🌟 Suggest questions

📁 ☆ Quick Product/Service Feedback Form

🔔 📅 🎨 ⚙️ Published 22

Questions Responses Settings

Quick Product/Service Feedback Form

We value your opinion! Please take a moment to answer these two short questions regarding your recent experience.

How satisfied are you with our product or service? *

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very unsatisfied

Please describe your experience or share any feedback in your own words. *

Long answer text

📄 📁 📺 📱 📄 📄

📁 ☆ Untitled form

🔔 📅 🎨 ⚙️ Published 22

Webinar

Form description

What do you

Short answer text

How would you

Would you recommend this session to a colleague? *

☐ Yes

☐ No

What topics would you like us to cover next? *

Published options

🔔 Accepting responses ☒ Set close date or response limit

👤 Responders [Manage](#)

🔗 Copy responder link

Copy responder link

<https://forms.gk/34C6c275gk5tH8Mz7>

☒ Shorten URL [Shorten URL](#) [Copy](#)

Cancel Save

Use the link copied to test responses with varied answers.

<https://forms.gle/Lbip9zrzdGoAkirSA>

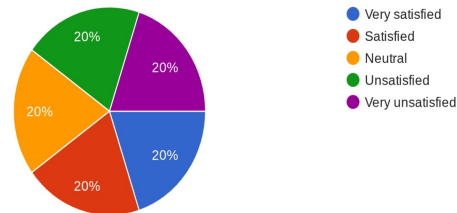
Submit at least 5–7 to make sure it works properly.

The google form collects structured and open-ended customer feedback.

This is where the process begins. Customers submit their satisfaction rating and written feedback, giving both quantitative and qualitative data.

How satisfied are you with our product or service?

5 responses



Quick Product/Service Feedback Form

We value your opinion! Please take a moment to answer these two short questions regarding your recent experience.

divineculture7@gmail.com [Switch account](#)

Not shared

Draft saved

* Indicates required question

How satisfied are you with our product or service? *

- ☒ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very unsatisfied

Please describe your experience or share any feedback in your own words. *

My experience was very positive from start to finish. The product/service met my expectations in terms of quality, reliability, and ease of use. Everything felt well thought out and efficient, and I appreciated the attention to detail. Overall, I'm very satisfied and would confidently recommend it to others.

Submit

Clear form

Please describe your experience or share any feedback in your own words.

5 responses

Summarize responses

My experience was average. The product/service worked in some areas but didn't fully meet my expectations. There were aspects that felt unclear or could be improved to create a smoother and more consistent experience. I believe there is potential with some adjustments.

My experience was positive overall. The product/service met my expectations and worked as intended. There were a few minor areas that could be improved, but nothing that took away from the overall value. I would consider using it again and recommending it to others.

My experience was below expectations. I encountered several issues that made it difficult to fully benefit from the product/service. Certain features or aspects did not work as expected, and the overall experience felt inconsistent. Improvements are needed to make it more reliable and user-friendly.

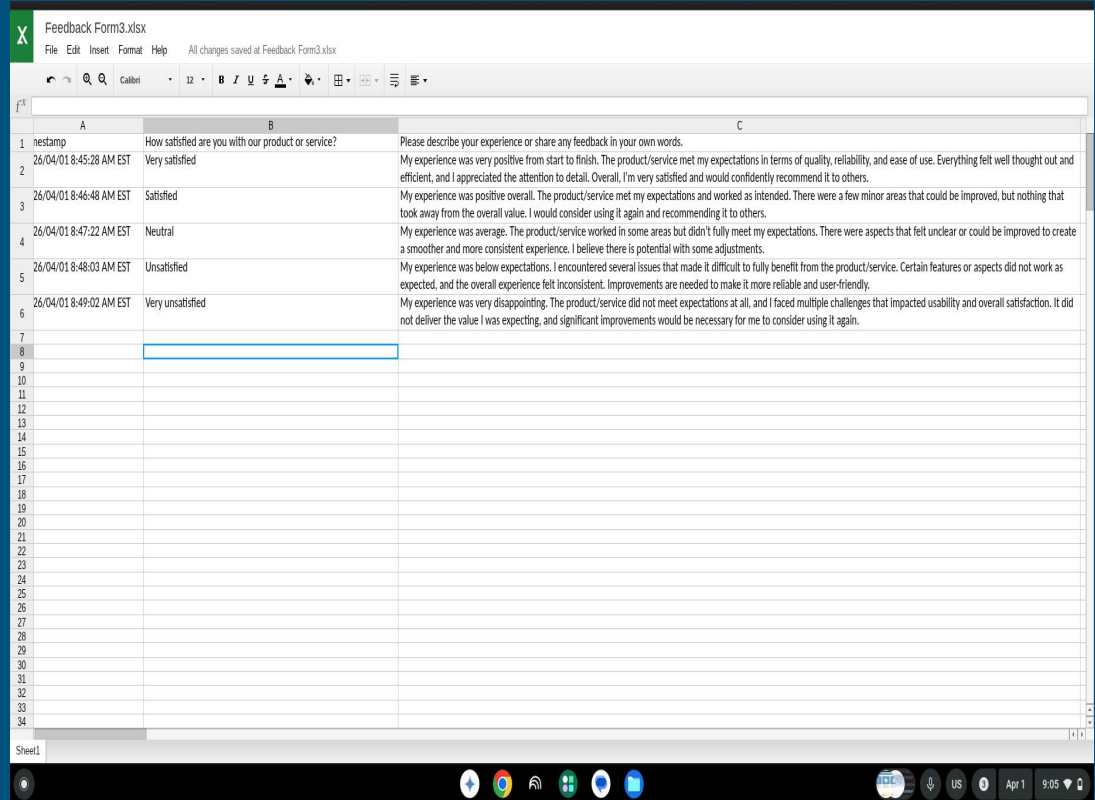
My experience was very positive from start to finish. The product/service met my expectations in terms of quality, reliability, and ease of use. Everything felt well thought out and efficient, and I appreciated the attention to detail. Overall, I'm very satisfied and would confidently recommend it to others.

My experience was very disappointing. The product/service did not meet expectations at all, and I faced multiple challenges that impacted usability and overall satisfaction. It did not deliver the value I was expecting, and significant improvements would be necessary for me to consider using it again.

Google Sheets — Stores Organized Results

Stores clean, structured data

All processed data is stored in Google Sheets, making it easy to track feedback, filter sentiment, and analyze trend.



The screenshot shows a Google Sheet titled "Feedback Form3.xlsx" with a menu bar (File, Edit, Insert, Format, Help) and a toolbar. The data is organized into three columns: A (Timestamp), B (Satisfaction Level), and C (Feedback Text). The table contains 6 rows of data, with the first row starting at row 1 and the last row at row 6. The data is as follows:

	A	B	C
1	nestamp	How satisfied are you with our product or service?	Please describe your experience or share any feedback in your own words.
2	26/04/01 8:45:28 AM EST	Very satisfied	My experience was very positive from start to finish. The product/service met my expectations in terms of quality, reliability, and ease of use. Everything felt well thought out and efficient, and I appreciated the attention to detail. Overall, I'm very satisfied and would confidently recommend it to others.
3	26/04/01 8:46:48 AM EST	Satisfied	My experience was positive overall. The product/service met my expectations and worked as intended. There were a few minor areas that could be improved, but nothing that took away from the overall value. I would consider using it again and recommending it to others.
4	26/04/01 8:47:22 AM EST	Neutral	My experience was average. The product/service worked in some areas but didn't fully meet my expectations. There were aspects that felt unclear or could be improved to create a smoother and more consistent experience. I believe there is potential with some adjustments.
5	26/04/01 8:48:03 AM EST	Unsatisfied	My experience was below expectations. I encountered several issues that made it difficult to fully benefit from the product/service. Certain features or aspects did not work as expected, and the overall experience felt inconsistent. Improvements are needed to make it more reliable and user-friendly.
6	26/04/01 8:49:02 AM EST	Very unsatisfied	My experience was very disappointing. The product/service did not meet expectations at all, and I faced multiple challenges that impacted usability and overall satisfaction. It did not deliver the value I was expecting, and significant improvements would be necessary for me to consider using it again.
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			

Step 2: Connect the feedback form to Make

This will trigger new feedback when it is submitted.

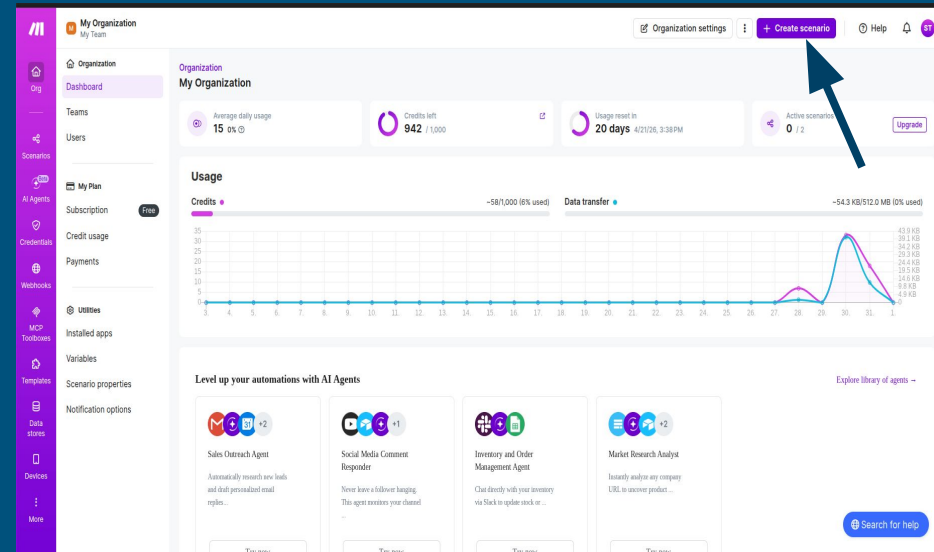
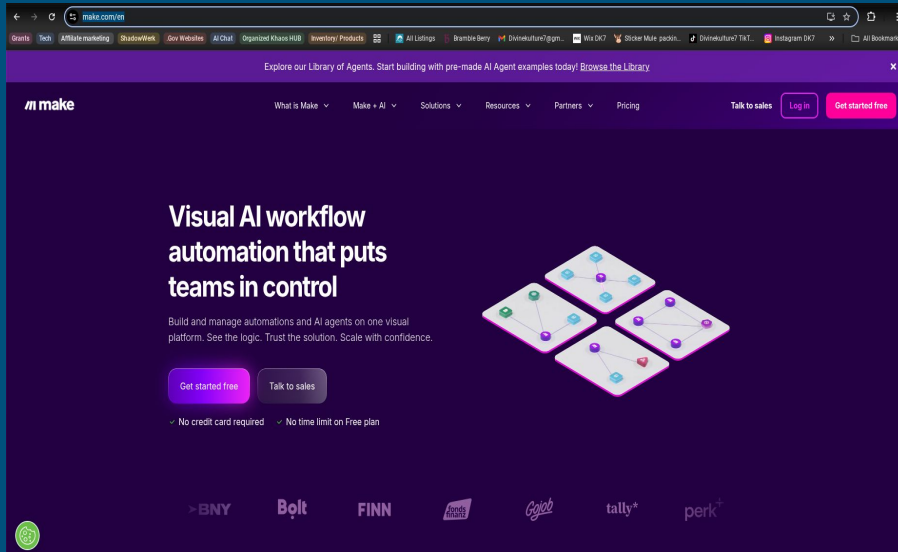
- Trigger: New form submission
- Automatically starts workflow

Why this works:

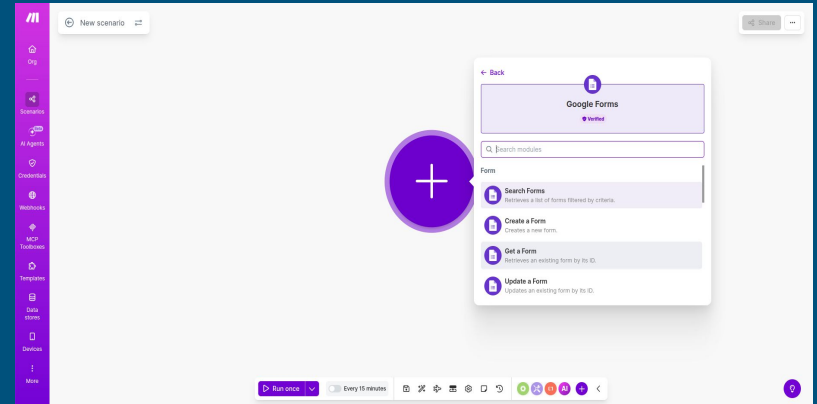
Removes manual checking — system runs instantly when feedback is submitted.

Goto <https://www.make.com/en> to create a free account

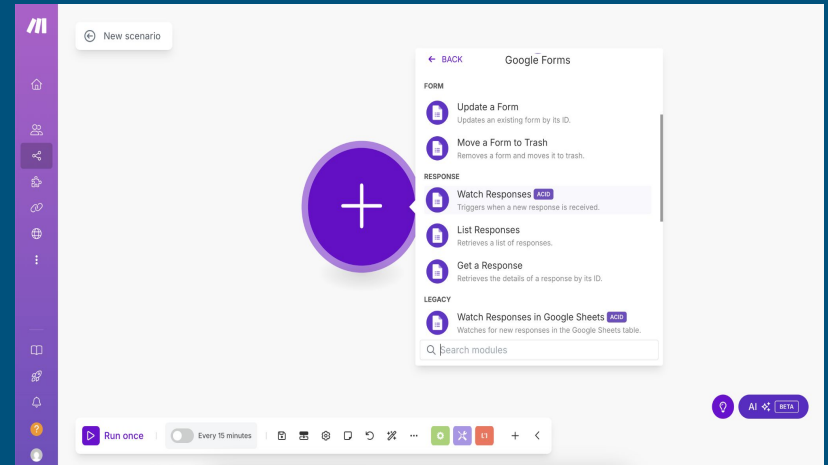
Once you login select “Start Scenario” in the upper right corner



- 1) Click the + to add your first module: In the module search bar, type Google Forms and select it from the dropdown. This tells Make that you want to use Google Forms as your trigger, the thing that kicks off your automation.

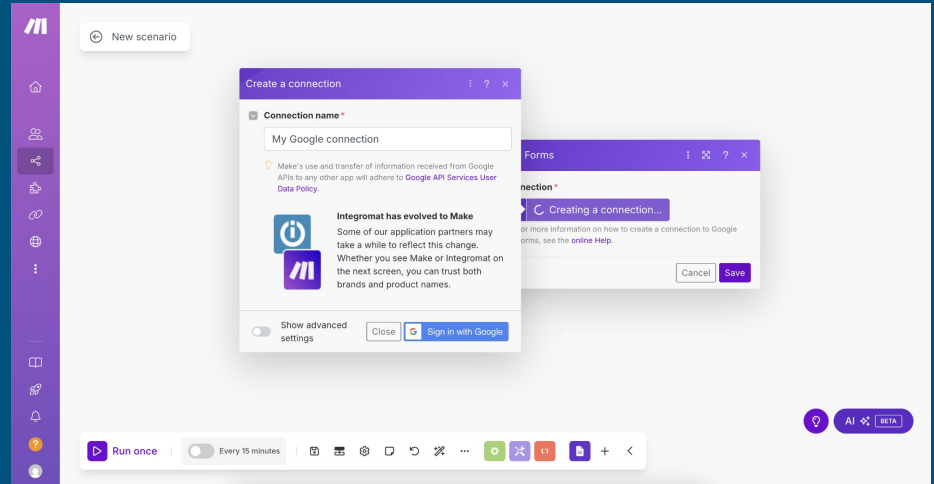


- 2) Select Watch Responses. This module listens for new answers submitted through your form:

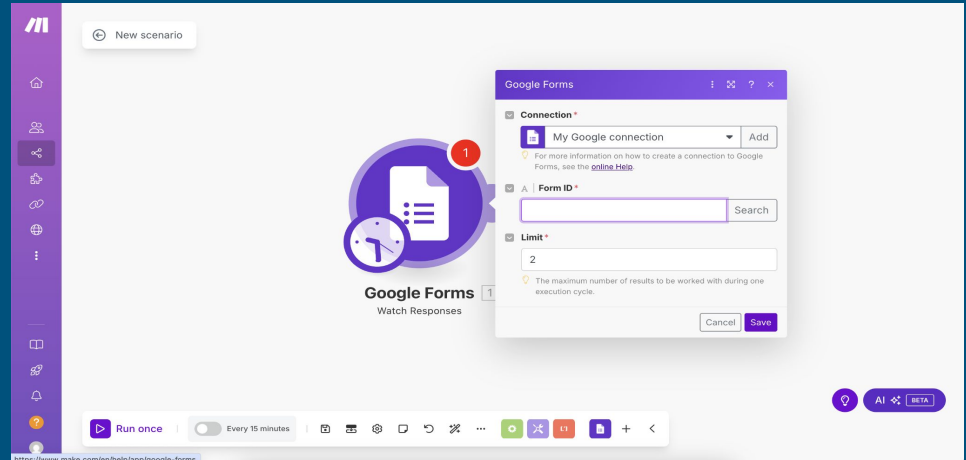


3) You'll now be asked to create a connection. Click "Create a connection," give it a name (it will be "My Google connection" by default), and hit Save.

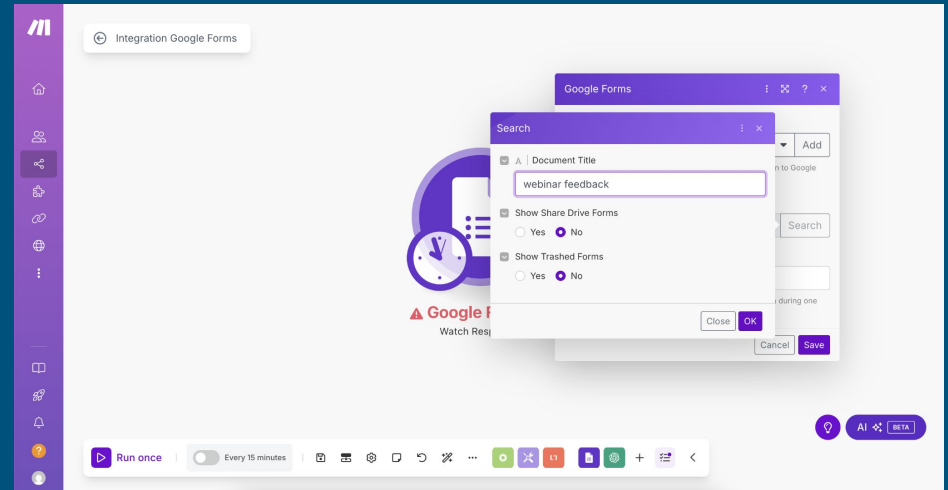
You'll see a sign-in prompt. This authorizes Make to access your Google Forms and Sheets. Log in with the account you used to build your feedback form.



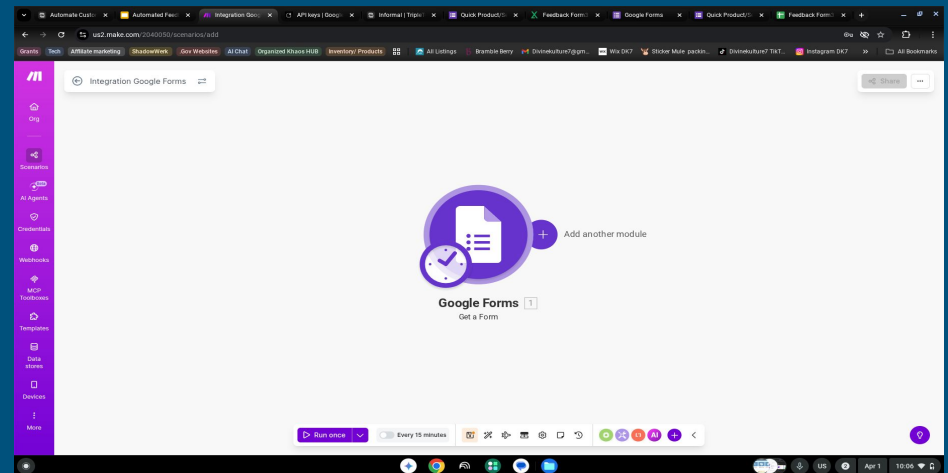
4) Once connected, you'll be asked for the Form ID:



5) click Search and type in the name of your form. In our case, that's something like "webinar feedback":



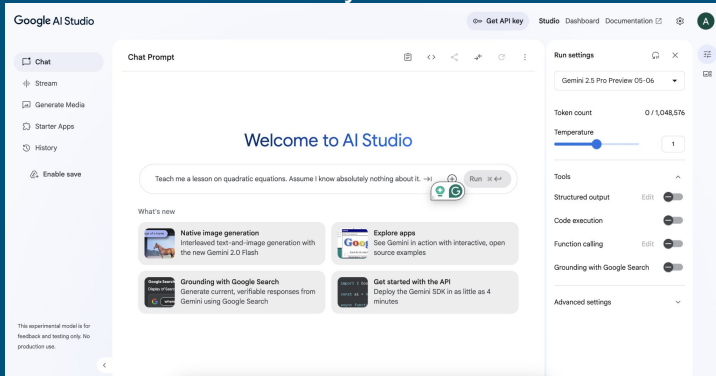
6) Click Save once you're done.



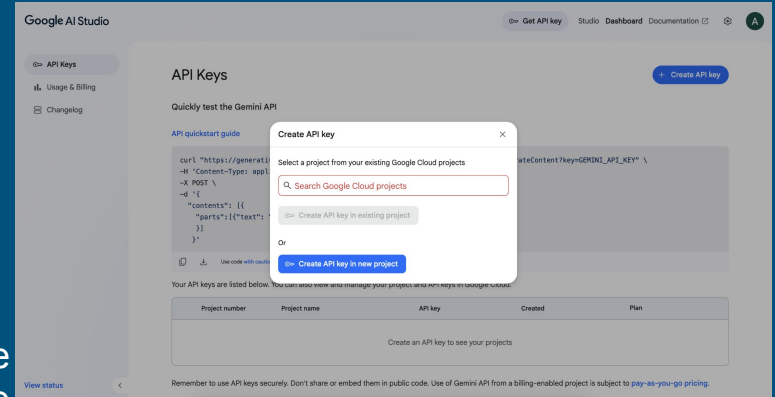
Step 3: Adding an API Key to connection with Gemini AI.

(This part is completely free and doesn't require a credit card.) Go to [Google AI Studio](#) and click Get API Key:

You'll be asked to select or create a Google Cloud project. If this is your first time, just click "Create API key in new project":



Be sure to copy it somewhere safe. You'll paste it back into Make



Here's how it works in simple terms:

What it does:

- Identifies your program or application
- Authorizes access to specific features or data
- Tracks how much you're using the service
- Keeps things secure by controlling who can access what

An API Key is like a special password or ID card that allows different software programs to talk to each other securely.

Think of it this way: imagine you want to enter a private building. You need to show your ID card to the security guard to prove who you are and that you're allowed inside. An API key works similarly - it's your program's "ID card" that proves it has permission to access a specific service.

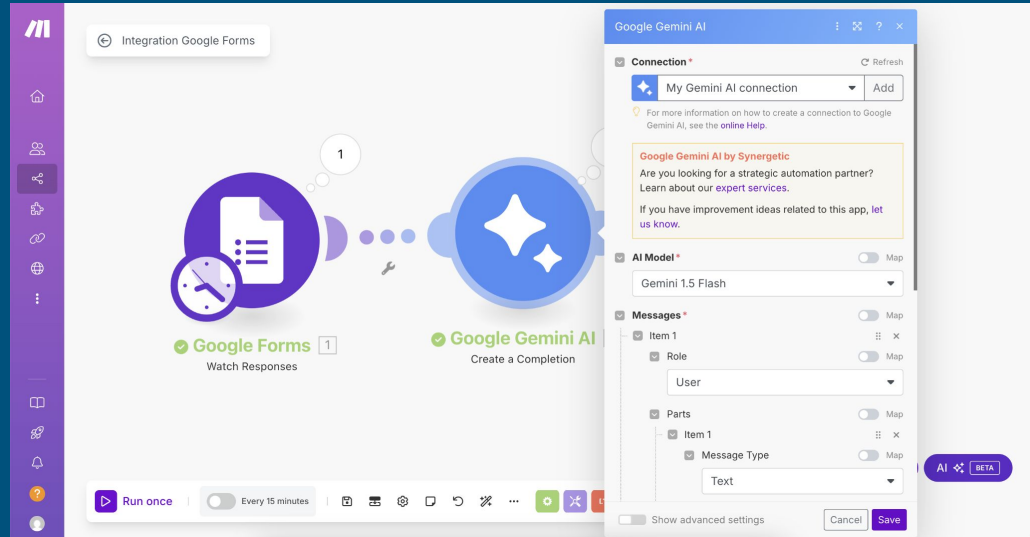
In Make, click the plus button next to your Google Forms module and search for Google Gemini AI. Select the “Generate a Response” module.

Gemini AI block:

Set the AI model to the latest Gemini Flash version (e.g. Gemini 2.5 Flash)

Under Messages, add a message from the User role.

For Message Type, choose Text.



The Textbox this gives Gemini AI instructions on what to do.

Message Type

Text

A | Text

Analyzing the feedback by determining whether the sentiment is Positive, Neutral, or Negative, and providing a clear one-sentence summary of the message.

{ "sentiment": "[Positive/Neutral/Negative]", "summary": "[Your summary here]" }

1. Answers. Please describe your experience or share any feedback in your own words. .textAnswers.answers[]: value

result: return a clean JSON format text without any quotation marks at the beginning and end

This looks at what you wrote, decides if it is good, okay, or bad, and then explains it in one short sentence. It gives the answer in a simple, organized format that a computer can read easily.

Integration Google Forms, Google Gemini AI

Parts

Item 1

Message Type

Text

A | Text

Analyzing the feedback by determining whether the sentiment is Positive, Neutral, or Negative, and providing a clear one-sentence summary of the message.

{ "sentiment": "[Positive/Neutral/Negative]", "summary": "[Your summary here]" }

1. Answers. Please describe your experience or share any feedback in your own words. .textAnswers.answers[]: value

result: return a clean JSON format text without any quotation marks at the beginning and end

Thought Signature

Run Advanced settings Cancel Save

Search items

Google Forms - Watch Responses

Google Forms - Watch Responses [bundle]

ACVGBN720OpYxHxLV-sun2877D...

Create Time April 1, 2026 9:45 AM

Last Submitted Time April 1, 2026 9:45 AM

Respondent Email

Answers

How satisfied are you with our product or service?

Please describe your experience or share any feedback in your own words.

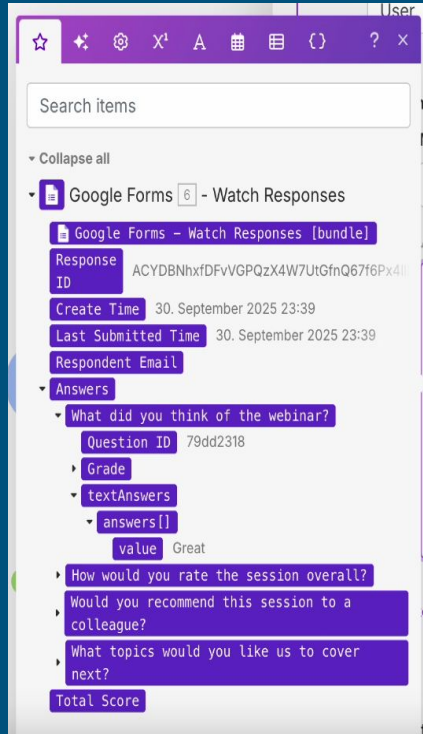
Total Score

Send email if re...

Gmail Send an email

The mapping information is pulled from the google form.

Quick break down of paths:



Answers → What did you think of the webinar? →
textAnswers.answers[] → value

- **Answers** – The top-level object containing all responses from the form or survey.
- **What did you think of the webinar?** – The specific question you're accessing within the form.
- **TextAnswers** – This indicates that the question type is a short-answer or paragraph text field.
- **Answers[]** – Because a user could give multiple text answers (e.g., in grid or multi-text fields), Google wraps answers in an array. For a normal short-answer question, there's usually just one item in the array.
- **Value** – The actual text content of the feedback that you want to use.

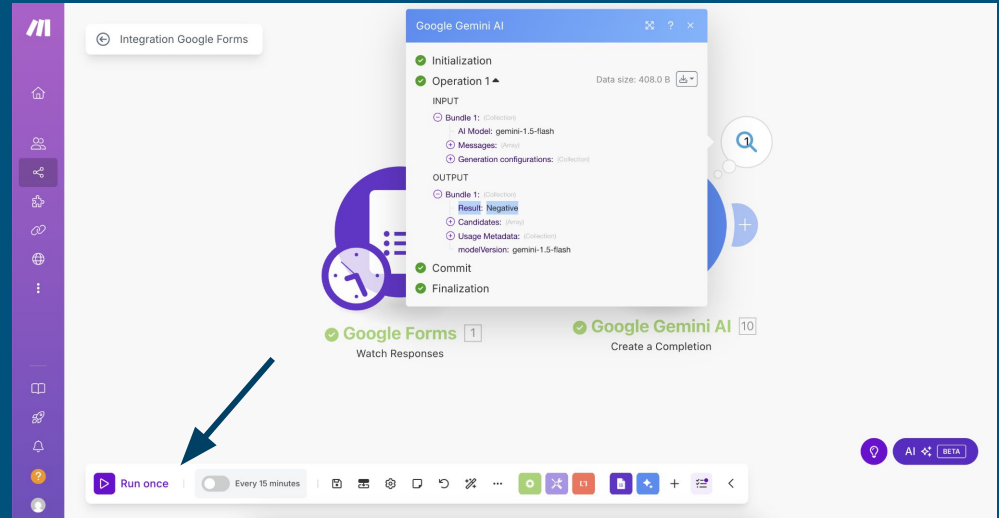
This message tells Gemini to keep its answer short and clean for processing feedback efficiently.

Now let's do a test run: Select Run Once on the bottom left. This part is about testing your automation to make sure everything works correctly before real users start submitting feedback

Here's what's happening step by step:

1. Creating test data: You're submitting sample feedback to your Google Form (like the example: "Appreciate the effort, but the webinar didn't really land for me..."). This acts as fake user input to test your system.
2. Triggering the automation: When you click "Run once" in Make, you're telling your automation: "Hey, wake up and process any new form submissions you find." It's like pressing a "start" button on your workflow.
3. Watching the magic happen: Make will:

Grab the test feedback from your Google Form
Send it to Gemini AI with your classification prompt
Get back a sentiment result (Positive, Neutral, or Negative)
Show you the results



Why this testing matters:

Catches problems early: If something's broken, you'll see it now instead of when real users submit feedback
Verifies connections: Confirms that Google Forms → Make → Gemini AI are all talking to each other properly
Tests your prompt: Shows whether Gemini understands your instructions and gives useful responses

What is JSON?

- JSON = JavaScript Object Notation
- A structured format computers use to organize data
- Uses **key-value pairs**:
 - JSON String
 - Results

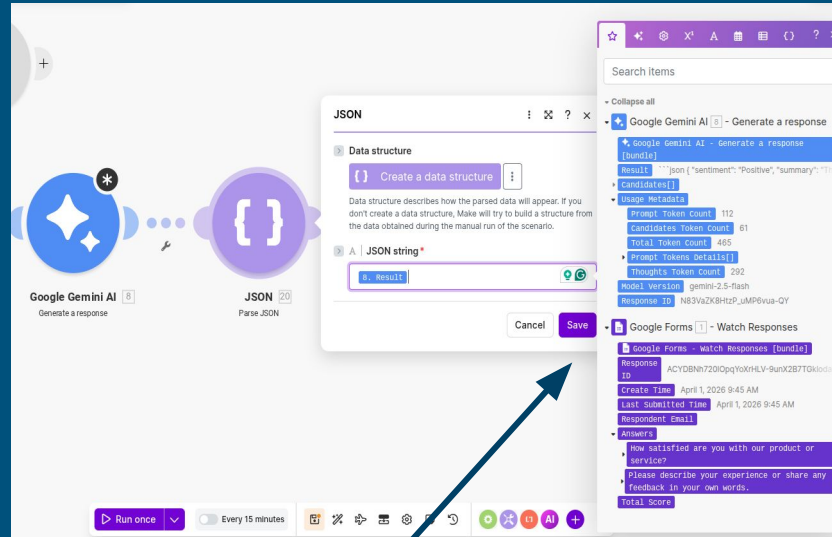
Why JSON is important:

- Makes AI output **machine-readable**
- Allows Make to **automatically extract data**
- Keeps responses **consistent and structured**

Json (output)

Next add module Extracting Structured Data (JSON Parsing)

The AI is instructed to return the result in **JSON format**:



Save before adding next module

Why this works:

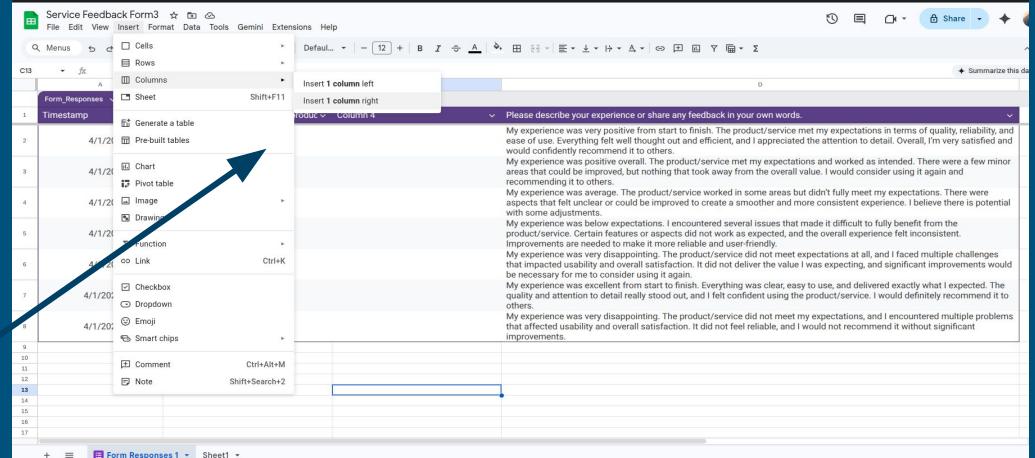
- JSON parsing acts like a translator between AI and automation — it turns human-like responses into data that machines can instantly understand and act on.
- Converts AI output into **structured, usable data**
- Eliminates manual reading or sorting
- Ensures consistent automation across all responses
- Allows data to flow into Google Sheets and triggers

Once the AI returns the response in JSON format, the JSON parser extracts each field so it can be used in the workflow. This step is critical because without structured data, automation systems like Make wouldn't be able to process or route the information correctly.

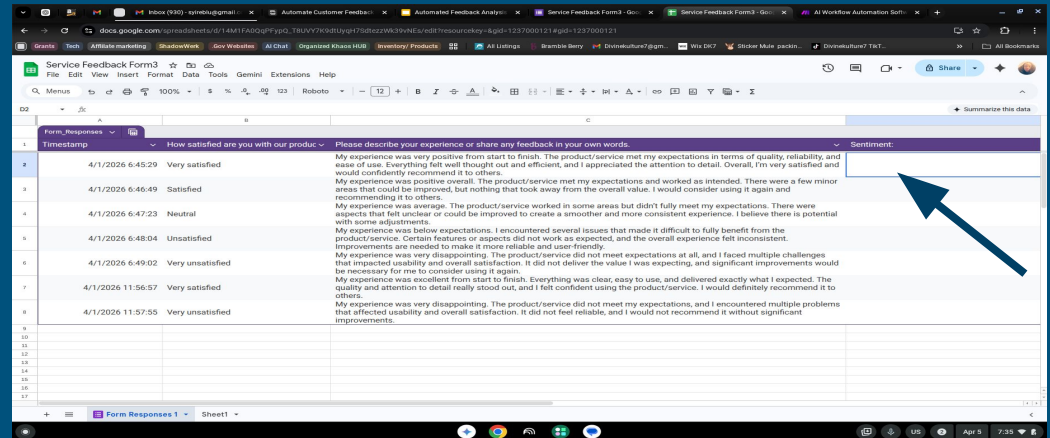
Adding Values from Make and AI to a Spreadsheet

Open your connected Google Sheet and insert 2 new column to the right of the existing feedback. Name the new column: (D) Sentiment: (E) Summary

Insert 1 column right



Once new column is added it can now be added to Make.



Now let's go back to Make and click the + (plus) button after your JSON module. Search for Google Sheets and select the “Search Rows” module. This module finds the row that matches the exact response from your form, so we can update that specific line.

Use the following settings:

- **Spreadsheet ID:** Select your `Webinar feedback (Responses)` sheet
- **Sheet Name:** `Form Responses 1`
- **Table contains headers:** Yes
- **Column range:** A–Z
- **Filter:** Match the feedback using the same answer text you passed into Gemini

Filter

Please describe your experienc... ▼

Text operators: Equal to ▼

1. Answers.Please describe your experience or share any feedback in your own words..textAnswers.answers[]: value

Add AND rule Add OR rule

Order by ▼

Advanced settings

Cancel Save

Google Forms, Google Gemini AI (Shared) 11

Google Forms 1 Watch Responses

Google Gemini AI 8 Generate a response

JSON 20 Parse JSON

Google Sheets 24 Search Rows

Google Sheets

Connection *
My Google connection (di... ▼ Add

Search Method *
Select from My Drive ▼

Spreadsheet Name *
Service Feedback Form3 ▼

Sheet Name *
Form Responses 1 ▼

Table contains headers *
Yes ▼

Column range *
A-Z ▼

Filter
Please describe your experienc... ▼ X
Text operators: Equal to ▼

Advanced settings

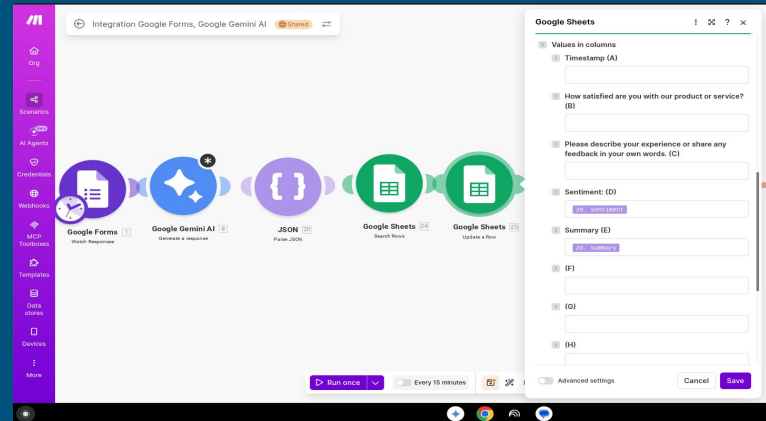
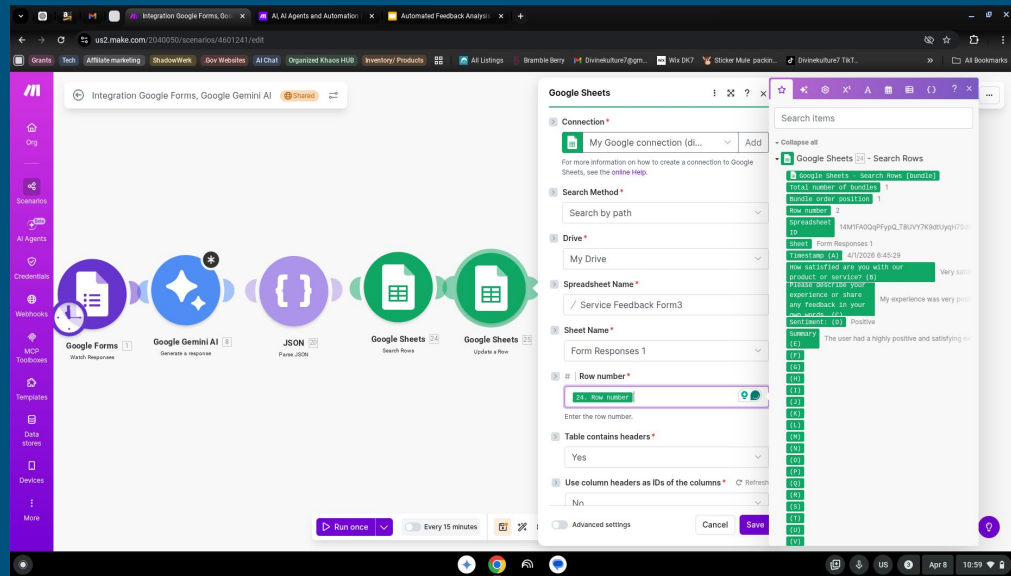
Run once ▼ Every 15 minutes

Cancel Save

Next module Google sheets Update a Row.

- It finds a **specific row** (using Row Number or ID)
- It **replaces the old data** with new data
- It keeps everything organized in the same place

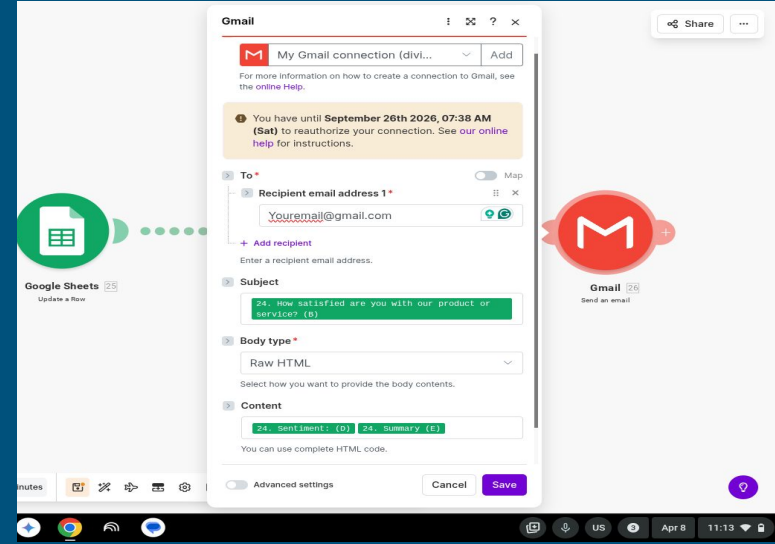
- Drive: My Drive
- Spreadsheet ID: Webinar feedback (Responses)
- Sheet Name: Form Responses 1
- Row number: Map this to the Row number from the Search Rows module
- Table contains headers: Yes
- Add mapping to (D) Sentiment & (E) Summary.



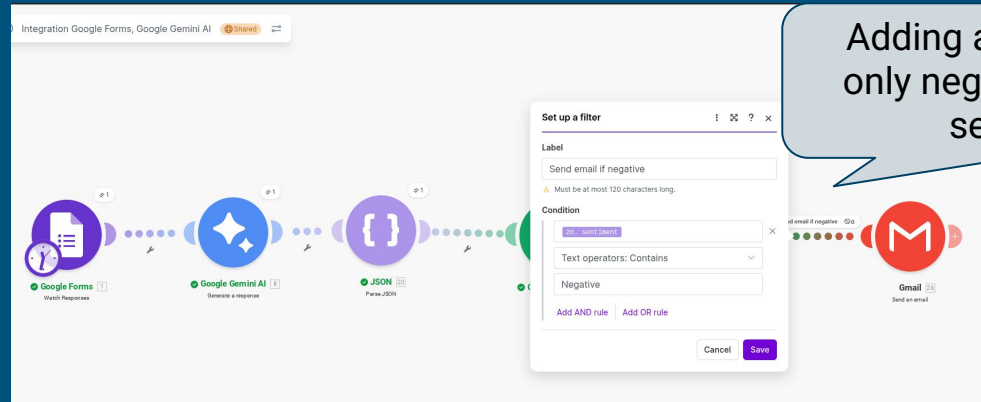
Save

Add a new Gmail module: Send an Email. Connect Gmail once, then fill fields: To (your testing email), Subject (pull from Google Sheet column C), Content (pull from Google Sheet columns D & E). You'll be emailed upon detecting a negative customer feedback comment.

- To: Recipient email address 1: Your own email for testing.
- Subject: Will pull the question from column (C) of the google sheet.
- Content: will pull from columns (D) & (E) of the google sheet.

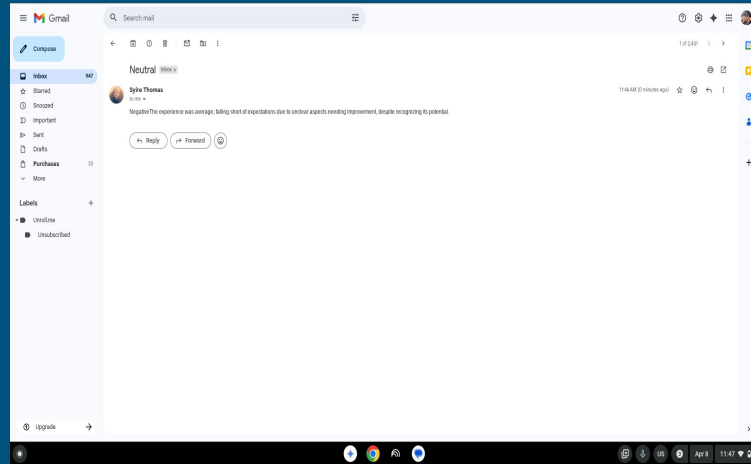


Save and Run once to test.

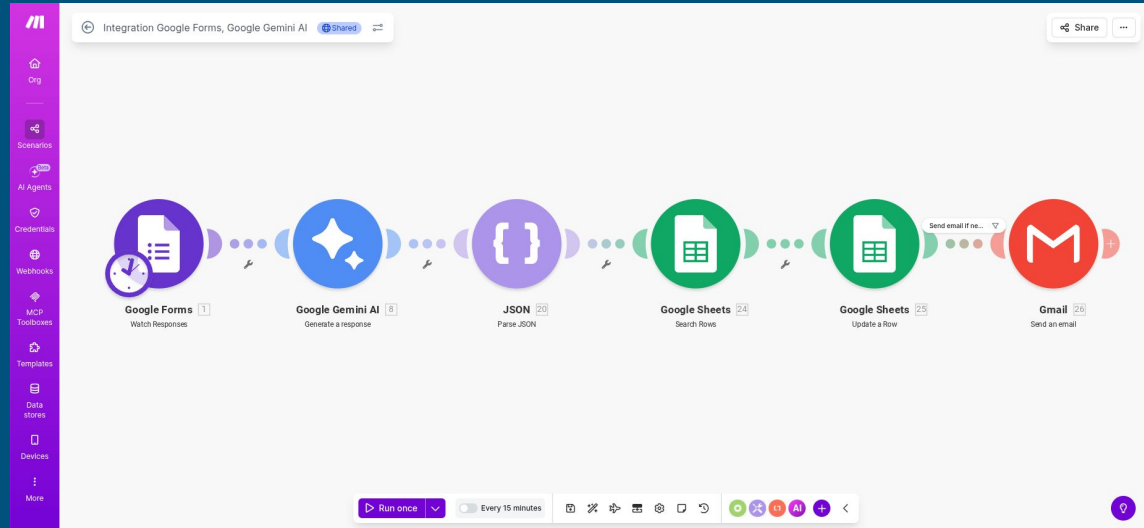
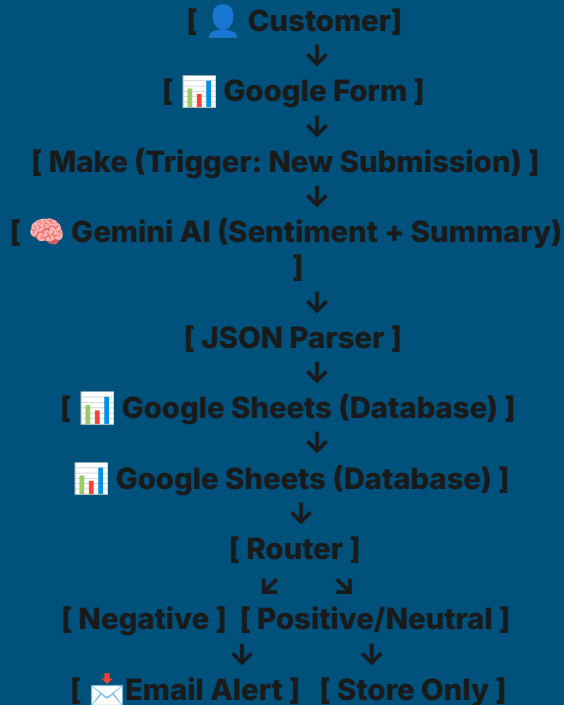


Adding a filter will instruct only negative comment be sent to email.

Once the process is complete, you will receive an email notification detailing all negative comments.



This diagram shows the complete automation architecture. Customer feedback from a Google Form instantly triggers a Make workflow. Data is sent to Gemini AI for analysis, then structured with a JSON parser. Results are stored in Google Sheets, where a router checks sentiment. Negative feedback triggers an alert, ensuring real-time, hands-free processing and response.



Project links

Google form link <https://forms.gle/Lbip9zrzdGoAkirSA>

Spreadsheet link

https://docs.google.com/spreadsheets/d/14M1FA0QqPFypQ_T8UVY7K9dtUyqH7SdtezzWk39vNEs/edit?usp=sharing

Slideshow link

https://docs.google.com/presentation/d/1Fqwt7mmf9_vJYDPZ6P6jaBZOI_ywogtQJ7IWz07elzw/edit?usp=sharing

Make Workflow

<https://us2.make.com/public/shared-scenario/PTMnSVq86mW/integration-google-forms-google-gemini>