

Research & Analysis / Competitive Research

Aggregate hundreds of reviews to find what customers actually love, hate, and beg for.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Voice of Customer, Feature Requests, Churn Reduction

Updated: May 2026

Why This Prompt Exists

Customer reviews are the most honest product feedback you'll ever get, but no one has time to read hundreds of them.

You get:

- building features no one asked for while ignoring real requests
- surprise churn from problems you could have seen coming
- sales objections you could have pre-empted
- competitors winning on things customers complain about in your reviews
- product managers disconnected from user pain

But reviews reveal patterns:

- what customers love (your differentiators, accidentally)
- what they hate (churn drivers, fix these first)
- what they beg for (feature gaps, prioritize these)
- who they compare you to (unexpected competitors)
- pricing feedback (too expensive? too cheap?)

Without synthesis, you're drowning in data but starving for insight.

This prompt turns raw review text into actionable product intelligence.

The Prompt

Assume the role of a product analyst who synthesizes customer reviews.

Your task is to aggregate and analyze review text from multiple sources.

Generate:

1. SENTIMENT SUMMARY

- Overall star rating distribution
- Sentiment trend (improving/declining/stable)

2. TOP 5 LOVES (with verbatim examples)

- What customers praise most
- Specific features mentioned
- Unexpected delights

3. TOP 5 HATES (with verbatim examples)

- What customers complain about most
- Recurring bugs or usability issues
- Missing features they expected

4. TOP 5 REQUESTS (feature gaps)

- "I wish it had X"
- "If only Y worked"
- "Compared to Z, you're missing..."

5. COMPETITOR MENTIONS

- Which competitors are mentioned
- Why customers switched (to or from)

6. SEGMENT DIFFERENCES

- Small business vs. enterprise (different loves/hates)
- New users vs. power users
- Industry-specific feedback

7. URGENT ACTION ITEMS (ranked by customer impact)

- Bugs to fix immediately
- Features to build next
- Documentation to add

INPUTS:

Review source 1 (G2 / Capterra / Trustpilot):

[PASTE 10-20 REVIEWS OR SUMMARY]

Review source 2:

[PASTE]

Review source 3:

[PASTE]

Your product category:

[E.G., "Project management software"]

Time period (if known):

[E.G., "Last 6 months"]

RULES:

- Use direct customer quotes wherever possible
- Flag reviews that mention pricing (emotional signal)
- Identify "silent majority" themes (not just loud outliers)
- Note when the same complaint appears across competitors (industry problem)

How To Use It

- Export 20-50 recent reviews from G2, Capterra, or Trustpilot — more is better.
- Run this monthly for your own product, quarterly for key competitors.
- Pay special attention to 3-star reviews — they're often the most thoughtful.
- Look for requests that appear in both your reviews and competitor reviews (industry-wide gap).
- Share the "top hates" with engineering for immediate bug triage.

Example Input

Review source 1 (G2):

"5 stars: Love the mobile app. So fast. Finally a project tool that doesn't crash.

4 stars: Good but reporting is weak. Can't export to Excel.

2 stars: Support took 3 days to respond. Lost a client because of it.

3 stars: It's fine. Slack integration is buggy — notifications don't always show."

Review source 2 (Capterra):

"4 stars: Great for small teams. Price is right. But no Gantt charts.

1 star: Absolute nightmare. Lost all my data after an update. Support unreachable.

5 stars: The timeline view is brilliant. Beats Asana for my use case."

Your product category:

Project management software

Why It Works

Most companies read reviews one by one and remember only the loudest.

This framework improves outcomes by forcing:

- sentiment aggregation (not just anecdotes)
- verbatim quotes (customer voice preserved)
- competitor mention tracking (who you're losing to)
- segment differences (one fix doesn't fit all)
- ranked action items (prioritization, not list)

Great review synthesis doesn't just summarize — it tells you what to do next.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [SWOT from Public Data](#)