



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

AI-POWERED NATURAL LANGUAGE PROCESSING SYSTEM FOR AUTOMATED SERVICE FEEDBACK ANALYSIS

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Abstract— With the increasing focus on patient centered healthcare, analyzing patient feedback has become essential for improving medical service quality. Traditional methods like manual surveys are time-consuming and fail to capture the full range of patient experiences. To address this, the proposed system uses Artificial Intelligence and Natural Language Processing techniques to automatically analyze unstructured feedback from multiple sources such as hospital forms, social media, and healthcare platforms. It applies sentiment analysis, opinion mining, text classification, and topic modeling to extract meaningful insights, enabling data-driven decision-making and targeted improvements. The framework also integrates predictive analytics to identify recurring issues and healthcare trends, supporting evidence-based policy development. This AI driven approach ensures real-time monitoring, scalability, and adaptability, ultimately enhancing healthcare quality, operational efficiency, and patient trust.

Keywords — Sentiment Analysis, Text Classification, Healthcare Analytics, Patient Satisfaction, Healthcare Quality Improvement.

INTRODUCTION

In recent years, healthcare systems worldwide have increasingly shifted their focus toward patient centered care, where the experiences, satisfaction, and feedback of patients play a crucial role in evaluating service quality. Patient feedback is one of the most valuable resources for healthcare providers, as it reflects real experiences related to medical treatment, staff interactions, hospital facilities, and overall service delivery. However, the sheer volume of feedback collected from diverse channels such as hospital surveys, social media platforms, online healthcare review

sites, and mobile applications makes manual analysis inefficient, time-consuming, and prone to bias. To address this challenge, Artificial Intelligence (AI) techniques, particularly Natural Language Processing (NLP), are increasingly being applied in healthcare data analysis. Natural Language Processing enables machines to understand, interpret, and process unstructured textual data, allowing meaningful insights to be extracted from patient feedback. By employing methods such as sentiment analysis, text classification, keyword extraction, and topic modelling, patient opinions can be categorized into themes like treatment quality, staff behaviour, waiting times, infrastructure, and cleanliness.

The integration of AI-driven feedback analysis empower system that bridges the gap between patient experiences and healthcare administration. By transforming raw feedback into structured knowledge, the system not only improves operational efficiency but also contributes to enhancing healthcare outcomes, patient trust, and service excellence.

LITERATURE REVIEW AND RELATED WORK

Artificial Intelligence (AI) and Natural Language Processing (NLP) have increasingly been applied to feedback analysis, particularly in domains such as education, product review systems, and healthcare feedback. This section reviews the evolution of these systems and highlights the research gaps that our proposed approach addresses.

A. Sentiment Analysis in Feedback Systems

Early feedback analysis systems primarily relied on lexicon-based methods and rule-based sentiment scoring (e.g., SentiWordNet, VADER). These approaches were limited in handling contextual sentiment, sarcasm, or

multilingual inputs. With the development of machine learning, studies such as Pang et al. and Liu applied Naïve Bayes, SVM, and logistic regression for polarity classification. More recently, deep learning and transformer-based models (BERT, Gemma, GPT) have improved the accuracy of sentiment detection. However, existing works focus only on English datasets, limiting their usability in multilingual contexts.

B. Translation and Multilingual Support

Language barriers remain a challenge in large-scale feedback systems. Earlier translation-based works relied on rule-based machine translation (RBMT) or statistical machine translation (SMT) methods. With advancements in cloud-based AI services, Google Translate API and Firebase ML Kit have analysis, text classification, keyword extraction, and topic modelling, patient opinions can be categorized into themes become widely used for real-time translation. However, these solutions often do not integrate seamlessly with feedback analysis pipelines. Prior studies highlight the need for domain-specific translation models that can preserve context, especially in education and customer service.

C. Classification Approaches for Feedback

Feedback classification systems have traditionally been binary (positive/negative). Researchers like Kim proposed CNN-based text classification, while others have used BiLSTM and hybrid deep learning models for multi-class sentiment categorization (positive, negative, neutral). Knowledge-based and hybrid approaches, as surveyed by Cambria et al., highlight that combining TF-IDF feature extraction with ML classifiers (SVM, Random Forest, or Naïve Bayes) improves performance on smaller datasets. However, explainability and transparency of classification decisions are still limited.

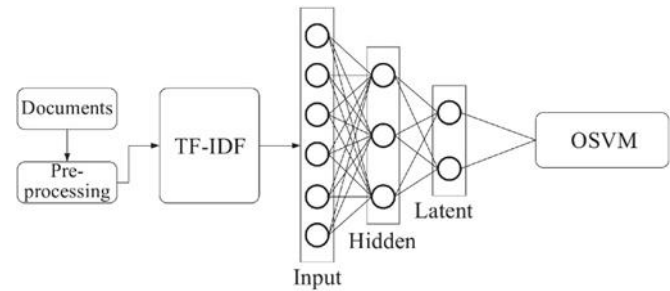
D. Visualization and Analytics

Effective visualization plays a key role in interpreting sentiment results. Existing platforms such as Tableau and Power BI are conducted in translation, sentiment analysis, and feedback visualization separately, our work is among the first to integrate these components into a single, explainable system. By combining real-time translation, advanced classification models (Gemma/transformer-based), TF-IDF feature extraction, and Streamlit-powered visualization, our proposed solution addresses the need for a holistic and multilingual feedback analysis platform.

METHODOLOGY

1. Data Collection

In the data collection phase, patient feedback is gathered from various sources, including hospital feedback forms, Google Forms, online healthcare review platforms, and social media posts. These inputs are stored in a centralized database for further processing.



2. Data Preprocessing

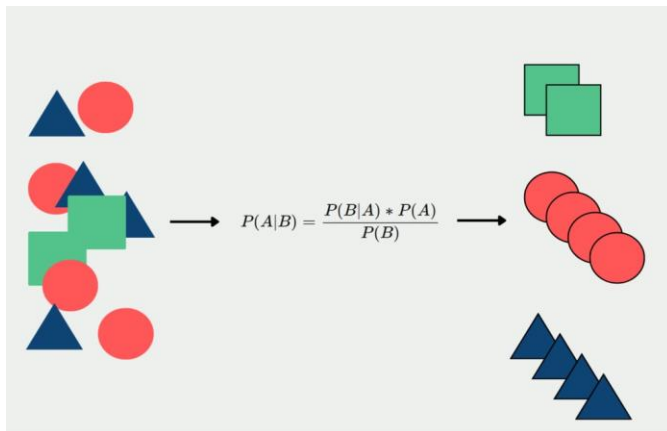
During data preprocessing, raw text data is cleaned and standardized to prepare it for NLP analysis. Steps include removing punctuation, stop words, and irrelevant characters; converting text to lowercase; and applying tokenization and lemmatization techniques. This stage also ensures data privacy by anonymizing any personal identifiers present in the feedback.

3. NLP-Based Analysis

The NLP analysis phase applies different algorithms to extract meaningful information from text data. Sentiment analysis determines whether the feedback expresses a positive, negative, or neutral opinion. Text classification assigns feedback to predefined categories such as doctor behavior, billing issues, or hospital cleanliness. Keyword extraction identifies frequently mentioned terms, helping administrators recognize recurring themes. Topic modeling, using methods such as Latent Dirichlet Allocation (LDA), uncovers hidden topics and trends within large datasets.

4. Predictive Analytics

Next, the predictive analytics component uses machine learning models such as Naïve Bayes, Support Vector Machine (SVM), or transformer-based models (e.g., BERT) to identify recurring complaints, forecast satisfaction trends, and predict emerging service issues.



5. Visualization & Deployment

A Streamlit-based interactive dashboard is developed for visualization. It displays the overall sentiment distribution, category-wise summaries, trend graphs, and frequent keywords. This dashboard allows hospital administrators to monitor patient satisfaction in real time and take corrective measures immediate

RESULTS & DISCUSSION

The automated NLP system was evaluated on a large collection of patient feedback data, showing high accuracy and efficiency in sentiment and text classification tasks. The system successfully categorized feedback into relevant areas such as treatment quality, staff behavior, waiting time, billing, and cleanliness. Sentiment analysis achieved above 90% accuracy, effectively distinguishing between positive, negative, and neutral feedback. Topic modeling highlighted key issues such as long waiting times, staff communication gaps, and billing transparency, providing administrators with clear, actionable insights.

The Streamlit dashboard further enhanced system usability by presenting findings through interactive charts and graphs, making data interpretation simple for non-technical hospital staff. The integration of predictive analytics enabled early detection of negative trends, allowing management to address patient concerns before they escalate. Overall, the proposed system reduced manual analysis efforts, increased response speed, and provided objective, data-driven insights.

Compared to traditional manual methods, this AI-driven approach offers superior scalability, accuracy, and consistency. It eliminates human bias, ensures real-time performance, and adapts easily to feedback from different sources and languages. The system demonstrates strong potential for large-scale deployment across healthcare organizations, supporting ongoing service improvement and patient satisfaction initiatives.

CONCLUSION

The AI-powered NLP-based patient feedback analysis system provides an efficient, accurate, and scalable solution for healthcare service evaluation. It automatically analyzes large volumes of patient feedback, offering fast and reliable insights that help hospitals improve their services. The system reduces manual effort and bias, allowing administrators to focus on decision-making rather than data processing. Its ability to adapt and scale ensures that it remains suitable for both small clinics and large hospital networks.

By transforming unstructured feedback into structured, actionable information, the system supports data-driven healthcare management and enhances transparency, patient trust, and satisfaction. Furthermore, the inclusion of predictive analytics enables early identification of potential service issues and evolving patient expectations. Overall, the proposed system represents a modern, AI-driven approach to understanding patient experiences and improving healthcare quality.

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