



## Opponent's opinion on the dissertation defence

University of West Bohemia

**Name:** Taha Falatouri

**Topic:** Customer Experience analysis based on big data analysis in grocery retail

**Faculty:** Faculty of Management and Economy

**Study program:** Economics and Management

**Supervisor:** prof. Ing. Felicita Chromjaková, PhD.

**Reviewer:** doc. Ing. Milan EDL, Ph.D.  
Department of Industrial Engineering and Management  
Faculty of Mechanical Engineering  
University of West Bohemia

The thesis consists of 143 pages, 9 chapters and 5 appendices.

### Topicality of the topic

The topic of customer experience analysis based on big data in food retail is highly topical. With the rapid development of digital technologies and the increasing amount of user-generated content (UGC), there is a need for effective tools to analyze customer satisfaction and service quality. This paper focuses on the use of modern approaches such as large language models (LLM) and NLP techniques, reflecting current trends in artificial intelligence and data analytics.

In particular, the integration of these technologies with traditional methods (e.g. text mining) is crucial in the context of increasing market competition and demands for personalized services.

### **Contribution of the topic**

The work brings important findings that are valuable both from a scientific and practical point of view:

- **Scientific contribution:** introduction of innovative methods (combination of LLM and text mining) for analyzing customer reviews and identifying service quality dimensions. This approach allows a deeper understanding of the key drivers of customer satisfaction and offers a new framework for exploring user data.
- **Practical benefit:** The research results can be applied to retail strategies, for example by improving the focus on personal interactions in smaller stores or optimizing physical aspects in hypermarkets. This analysis can help managers improve the customer experience and minimize negative feedback.

### **Formal and linguistic level**

The thesis under review is formally prepared in accordance with the conditions set for this type of work. The submitted work shows a very good expressive and presentational ability of the author, especially in the area of presentation of the results of the conducted research.

The language level is very good. The thesis contains 15 figures and 18 tables.

### **Publication activity**

Publication activities are at an acceptable level.

The reviewer must say that publishing is not only important for the PhD student himself, but also for the development of the field and the department.

### **Summary**

The aim of this dissertation was to analyse the dimensions of service quality (SQ) and factors affecting customer satisfaction using a combination of modern artificial intelligence techniques such as LLM and traditional text analysis methods. The author identified that personal interaction, business policy and product factors have a positive impact on customer satisfaction, while concerns about service reliability are the main causes of dissatisfaction. The study also revealed specific differences between different types of retailers, suggesting the need for targeted strategies.

The research provides new insights into the use of advanced data technologies in retail environments and highlights the importance of human oversight of automated processes. At the same time, it highlights challenges such as inconsistencies between model predictions and human judgments or difficulties in identifying certain dimensions of service quality.

### **Conclusion**

The work has contributed to the development of procedures for effective customer experience analysis and offers practical insights that can be used in retail to improve customer satisfaction.

Thus, the results of the thesis have potential for further applications across different sectors and advanced data analytics.

**Additional questions:**

1. How will your work be used in a real-world environment? What kind of reaction do you expect?
2. How do you expect to validate your proposed methodology?

After answering the questions and on the basis of the submitted dissertation, I **recommend** it for defence.

I recommend that after a successful defence the academic degree "philosophiae doctor" - Ph.D." I **RECOMMEND** that the submitted dissertation be accepted for defence on the basis of the previous evaluation, and I propose to award the academic degree of

**"philosophiae doctor (Ph.D.)"**

V Plzni, 10. 4. 2025



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Milan EDL