Amplitude Unveils AI Feedback to Instantly Decode and Act on What Customers Want

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Next-gen AI transforms massive volumes of customer feedback into actionable product insights

SAN FRANCISCO--(BUSINESS WIRE)--Nov. 12, 2025-- **Amplitude, Inc.** (Nasdaq: AMPL), the leading digital analytics platform, today announced the launch of AI Feedback, the industry's first customer feedback engine with a proprietary LLM process that automatically turns raw input into prioritized, actionable insights.

In the era of AI, organizations have more customer data than ever. However, without a unified platform to analyze insights, they have to stitch together fragmented feedback across a range of disconnected tools. To develop products that provide real value, organizations need a complete, connected picture of how their customers feel and engage. In fact, according to PwC, 32% of customers stop doing business with a brand after just one bad experience.

"The hardest part of building great products isn't writing code," said Yana Welinder, Head of AI at Amplitude. "It's hearing what customers are saying across thousands of sales calls, reviews, and support tickets. AI Feedback provides clarity into what customers really want – all in one place."

Pairing AI Feedback with Amplitude's Analytics, Session Replay, and Guides & Surveys allows companies to instantly surface customer input, understand what matters most, and take action within the Amplitude platform. AI Feedback was developed following Amplitude's July acquisition of Kraftful, a fast-growing AI company, to accelerate AI product strategy.

With AI Feedback, organizations can now easily:

- **Build what matters most:** Surface and quantify the most requested features to develop a product roadmap that delivers maximum impact to customers.
- **Perfect product positioning:** Understand how customers talk about their needs to ensure product messaging aligns.
- **Proactively address complaints:** Surface the biggest customer pain points before they become cancellations, automatically identifying the bugs and frustrations that drive them away.
- **Monitor at-risk signals to reduce churn:** Map dissatisfaction to key accounts, revealing which issues need immediate attention.
- **Easily generate product requirement documents (PRDs):** Quickly turn customer insights into user stories and PRDs with a simple prompt.

"I think the aha moment was truly when I first connected all the sources to AI Feedback, and it did its magic and analyzed all of our user feedback," said Amol Jain, Head of Product Engineering at Replit. "In the past it was so much work to pull data, look through each source, and manually combine them—the fact that AI Feedback just did it with a few clicks? That was fairly magical."

Jain first used AI Feedback as one of several agentic AI capabilities developed by Kraftful, before the organization was acquired by Amplitude. AI Feedback is now fully integrated and available across all Amplitude plans, with the ability to purchase larger volumes of feedback analysis as an add-on on Growth and Enterprise plans.

About Amplitude
Amplitude is the leading AI analytics platform, helping over 4,500 customers—including Atlassian, Burger King, NBCUniversal, Square, and Under Armour—build better products and digital experiences. With powerful AI Agents embedded across our platform, teams can analyze, test, and optimize user experiences faster than ever. Ranked #1 across multiple categories in G2's Fall 2025 Report, Amplitude is the best-in-class solution for product, data, and marketing teams. Learn more at amplitude.com.

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