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AI+ Smartphone Strengthens Customer Experience Through User Feedback

Chennai, 16 Oct 2026: Ai+ Smart phone, an India-built smartphone brand, is strengthening its custo mer-first approach by using real user feed back to improve its products and after-sales services. Based on customer reviews and service interac tions, the brand is addressing concerns related to camera stabi lity, connectivity and device performance through software updates, enhanced testing and improved customer support.

Across its portfolio, devices such as the Nova 2 Neo 5G, Nova 2 Power 5G and Nova 2 Ultra 5G have received positive feedback for their battery life, design, camera capabi lities and overall perfor mance. The Nova 2 Ultra 5G has also received software updates aimed at improving camera stability.

As part of its commitment to trans parency, Ai+ Smart phone has introduced Project Open Review, inviting reviewers, content creators, journalists, technology enthusiasts and ethical hackers to indepen dently evaluate its devices before launch. The initiative has received over 1,000 registrations, enabling the brand to gather independent feedback and make necessary refinements ahead of product launches.

The brand is also strengthening its after-sales support through improved complaint tracking, daily feed back collection and closer coordination between customer

teams. Depending on the nature of the issue and spare parts avail ability, Ai+ Smart phone aims to resolve most service concerns within three to four days. The company also plans to introduce customer experience videos following service resolution to gather insights and further improve its support processes.

Commenting on the approach, Archi Gogoi, Head of Brand, Marketing & Growth at Ai+ Smartphone, said, “At Ai+ Smartphone, we believe that build ing better technology starts with listening to the people who use it. Customer feedback

what we are getting right and where we need to improve. Whether through soft ware updates, stronger product testing or more responsive after-sales support, our focus is on translating these insights into meaning ful action. We want our customers to know that their voices play an important role in shaping the Ai+ experience.”

By integrating real-world customer experi ences into product development, software enhancements and service improvements, Ai+ Smartphone aims to deliver a more reliable, transparent and customer -

experience.