

Service Monitor: High impact, insight driven survey experiences using Amazon Bedrock

Service Monitor, a UK market research agency offering data insights to the hospitality, leisure, and retail sectors, required a partner to build a Generative AI powered review collection product (activeinsight.ai).

Lambert Labs designed and delivered an adaptive survey intelligence system using Amazon Bedrock, leveraging Anthropic Claude and Amazon Nova Pro. The system dynamically tailors survey questions, analyzes free-text responses in real time to skip redundant questions, and surfaces actionable insights that are difficult to capture through static surveys.

Built on Amazon ECS with AWS Fargate, the solution provides high availability, fault tolerance, and scalable operation of generative AI workloads.

Turn over for a deep dive

“ Lambert Labs were highly professional throughout the project and took a very modern approach to cloud engineering. They have a deep knowledge of AWS and how to build solutions that are efficient, secure, and easy to manage. ”

Jack Buesnel, Managing Director, Service Monitor

“ Our goal was to build a production-ready, Generative AI powered, consumer review collection platform for Service Monitor on AWS. The team have delivered! ”

George Lambert, Founder & CEO, Lambert Labs

Who are Service Monitor?

Service Monitor is a UK based market research agency that specializes in customer experience and feedback for the hospitality, leisure and retail industries.

The company has over two decades of experience providing data-driven insights through a blend of methodologies including Mystery Shopper programs, online surveys and analytics.

Service Monitor assists clients to drive customer loyalty, ensure consistent brand compliance, and encourage positive change by uncovering real stories and recommendations.



Spotlight: Amazon Bedrock



Amazon Bedrock simplifies GenAI adoption with secure access to top foundation models via a single API. Rapidly build and scale intelligent applications while keeping your data private and secure.

Trusted by leading names on AWS



We are experts in



AWS Migrations

From on-premise and other cloud providers to AWS



AWS Modernization

Future-proof your stack with containerization, IaC and serverless



Data and Analytics

Unlock and turbocharge your data with pipelines and analytics



AI on AWS

Stay ahead of the curve with GenAI and ML



AWS Security

Secure your cloud with tailored security reviews



AWS Managed Services

Place your cloud in the hands of experts

To find out more please contact sales@lambertlabs.com

Service Monitor: High impact, insight driven survey experiences using Amazon Bedrock

Opportunity / Customer Challenge

Service Monitor identified the need to provide timely, high-confidence insights to clients operating in fast-moving and customer-facing environments across hospitality, leisure and retail. Static consumer review surveys with fixed question sets could not adapt to individual experiences in real time, as follow-up questions had to be anticipated in advance rather than tailored to guest responses.

An AI powered system could edit the survey questions in real-time, thus eliminating redundant questions by understanding what has already been discussed. If a guest mentions the food was excellent in free-text, the system skips the food rating question. This makes surveys feel more tailored to an individual's experience, and reduces respondent fatigue – driving higher completion rates.

An intelligent system can identify priority issues automatically – such as safety or hygiene – at an early stage, which will drive action from managers or stakeholders. There is also the opportunity to make use of historical feedback and location-specific context to tailor survey questions, and improve the quality of insights delivered to clients.

Solution

Lambert Labs engineered an adaptive survey intelligence system powered by Anthropic Claude and Amazon Nova Pro via Bedrock, which enables surveys to dynamically respond to customer input in real time. Survey questions are adjusted or added based on respondent sentiment, topic coverage and confidence. This reveals deeper and more relevant feedback without increasing the survey length, and avoids repeating similar questions.

Free text questions are analyzed on submission, and are used to surface actionable insights and improvement points to relevant stakeholders. The solution supports simultaneous model use and selection through the Amazon Bedrock Marketplace. Model invocation logs in Bedrock are used to perform data-driven evaluation of prompts and models, supporting ongoing and selection of the most effective LLMs for survey intelligence.

The platform is deployed using containerized workloads on ECS using AWS Fargate, with multiple Availability Zones to support scalability and resilience. Amazon CloudFront and AWS WAF provide availability and edge security, while private networking, monitoring and backup ensure enterprise grade security and reliability. Amazon CloudWatch Logs and Dashboards provide visibility into workload health alongside platform usage. Infrastructure is managed using Hashicorp Terraform, with automated CI/CD pipelines built on GitHub Actions to enable rapid iteration, testing, and deployment across development, staging, and production environments

Outcome

Service Monitor can now deploy intelligent, contextually-aware surveys at scale – each one adapts in real-time to what customers say, asks relevant follow-ups, skips redundant questions, and customizes itself to each business without manual configuration. The result: higher completion rates, deeper insights, and operational scalability.

Trusted by leading names on AWS



BALLOTPEDIA

To find out more please contact sales@lambertlabs.com