

# TEXT ANALYTICS

Profit from what customers really think – right now.

Actionable insight at the speed of thought.

## The fastest path to results is paved with understanding.

Distill meaning from an ocean of customer comments fast with the market leader in time-to-value. While others take up to a year to train their system, the **Text Analytics** capability from Satmetrix is up and running quickly, chews through masses of data lightning-fast, generates actionable insight at a fraction of the cost, and engages the organization at every level. Don't wait for results – get them now.

## An integrated solution gets better results.

Satmetrix offers a **Text Analytics** solution that is not only fast and comprehensive, it's fully integrated into our product so that you can put results to work in your Net Promoter program immediately for maximum business impact.



Get more insight. See comments by Net Promoter segments for each topic.

**Analyze** all your customer comments, not just a sample, without sacrificing speed; automated tagging and reporting makes it easy to get results and insights from very high volumes, across multiple languages, geographies, and other segments.

**Qualify** customer insight to provide better analysis and support business prioritization and transform all levels of the organization.

**Identify and track** key customer themes over time.

**Pinpoint insights** relevant to specific customer segments (by Promoters and Detractors, by product, by channel, by region – any way you want). View comments organized the way you want for fast exploration. Drill down to the survey itself and search across programs.

**Spend less time processing**, get to root causes quickly and drive process improvements that transform your customer experience.

## Text Analytics – part of doing Net Promoter right.

**Text Analytics** is part of the fast, powerful, and complete Net Promoter in the Cloud solution from Satmetrix.

Satmetrix is the co-creator of Net Promoter, the manager of the largest community of Net Promoter practitioners in the world, and the leader in translating Net Promoter into practice and success through technology and expertise.

We know better than anyone that when it comes to Net Promoter success, asking the question – would you recommend – is easy. It's acting on the answer that's hard. **Text Analytics** is part of the solution – and that's where we come in.

Net Promoter in the Cloud. Only from Satmetrix.



**“If we're smart enough and quick enough to listen to customer needs, we'll succeed.”**

Michael Dell

**Get from comments to insight with the fast, powerful, and complete solution.**

Knowing and understanding your customers' comments shows what's important and valuable for them. More critically, it allows you to take action based on this insight. **Text Analytics** from Satmetrix helps you develop a discipline for analyzing and acting on customer insight, whether it comes from solicited input or social media. We help you get to results with the only solution that's fast, powerful, and complete.



**With great power comes great possibilities.**

- Compare comments with Net Promoter scores to understand which topics are most critical to your Net Promoter performance.
- Compare themes and sentiments between Promoters and Detractors; filter by Satisfied/Not Satisfied and other parameters.
- Drill down as far as you need to for maximum exploration and understanding.
- Extract insights by product, call center, region and more – see results for what's happening right now as well as trends over time.
- Explore word clouds to see major themes by frequency.
- Use advanced search to explore sentiments by category and across programs in greater depth.



**Fast results, no waiting.**

- Enjoy unparalleled time to value. Setup and production are measured in days, not months.
- See emerging trends as early indicators of customer issues and act quickly to manage them.
- Distribute results to each role for action and transform the organization continuously.
- Explore large amounts of customer comments quickly through automated tagging then evaluate segments, push to the right person.



*Business View gives managers a centralized display of key, actionable information.*

**Completely integrated, and more than the sum of its parts.**

- Distribute role-based action reporting (to-do's, insights) via Business View out to each role, engaging employees wherever they work (in the office or in the field) and hold them accountable. Share results easily and quickly through our unique Powerpoint and Outlook integration.
- Tie themes from comments to drivers and business metrics.
- Develop a discipline and trends which you can then extend with social media conversations.
- Act now with no additional training or workflow – it's all part of the Net Promoter in the Cloud experience, and extensible to social media.

**“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”**

- Henry Ford

**Contact Satmetrix**

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