keatext

How to Deploy Sentiment Analysis at Your Organization

2022 Guide

What's inside

Customer interaction through digital channels has skyrocketed as a result of the COVID-19 pandemic, to the point where it is now one of the **most critical areas** for businesses to keep tabs on.

Today, customers rely on these digital channels not only to give their own feedback about their experience with a brand, but also to understand the experiences of others and **make purchase decisions** based on this information.

Businesses that are managing customer feedback and manually trying to analyze the massive volumes of new data coming from customers are **struggling even more following these shifts** in customer behavior.

The solution? Text and sentiment analysis platforms that automate multichannel data collection, leveraging natural language processing (NLP) to analyze unstructured text data at scale.

In transforming comments and conversations from across the customer journey into **actionable business intelligence,** the impact of AI-based sentiment analysis in today's post-pandemic space cannot be understated.

A [global IBM report](#) revealed that 50% of IT professionals believe there is a strong business use case for NLP and **25% of businesses plan to begin using NLP-enabled technology to improve customer experiences.** NLP-enabled technology, of course, is the foundation of AI-based sentiment analysis.

Due to its robust business use cases, only reinforced by the rise of digital channels during COVID, [sentiment analysis is an astronomically growing field in AI](#). Advances in text analytics methodology now position sentiment analysis as a business solution that can **identify and predict issues throughout the entire customer journey,** guide product development, and ultimately improve customer experiences to boost loyalty and retention, brand reputation, and ROI.

It is no longer practical in 2022 to think about customer experience without text analytics.

1

Why AI-powered sentiment analysis matters

Your teams can spend countless hours analyzing customer interactions like **reviews, surveys, chats, and support tickets** to determine how your customers feel about your brand and its products and services.

Chances are, you'll end up with a general idea of how your customers feel, if it's negative or positive. But **your takeaways will be limited:** from a small sample size, from human bias, or from data silos that make it difficult to see trends and patterns emerging.

The easiest way to scale your sentiment analysis initiatives is through AI that:

- Quickly and accurately generates data-driven insights
- Identifies trends across the customer journey
- Provides recommendations with the most impact on NPS/CSAT

Sentiment and intent analysis is **essential** to optimize every stage of the customer journey.

There are several advantages to taking an AI-powered sentiment analysis approach to your customer feedback data:

Working with a large amount of data at scale

No matter how great your team is, no one can sort through thousands of surveys, reviews, chats, and support tickets manually. Sentiment analysis does this automatically **in a matter of minutes.**

Providing a consistent analysis throughout

Sentiment can be pretty subjective. If you ask each of your team members to individually read through the same set of customer comments, they'll likely come up with different results. Instead, AI-powered sentiment analysis **handles all comments equally.**

Analyzing information in real time

Sentiment analysis solutions that integrate with your tech stack can import new data as it comes in. Otherwise, you're left to **constantly export and upload data** whenever you want to perform a new analysis!

Integrations can import data in real time and **improve operational efficiency.**

2

What can you learn from sentiment analysis?

Topics

Sentiment analysis can identify the main themes that are coming up in your data - like product quality, shipping, customer service, pricing, and so on. You can get pretty granular by analyzing sentiment for each topic to **prioritize where you should focus your efforts.**

Intent

Going beyond simple polarity (positive, negative, or neutral), sentiment analysis can uncover **where customers are asking questions or even giving suggestions.** Looking at intent can provide more qualitative context behind customer comments.

Keatext's advanced sentiment analysis goes **beyond simple polarity.**

Emotion

Of course, this is the bread and butter of sentiment analysis. What are your customers feeling in their interactions with your brand? **Delight, frustration, excitement, anger?** NLP does the heavy lifting here to identify and categorize customer sentiment.

Root Cause

When customers are having issues, sentiment analysis can get to the root cause, a powerful outcome for any company. Details like **at which stage of the customer journey a problem occurs** enable you to take action to resolve it quickly and efficiently.

Keatext shows **top recommendations** in your data according to their level of impact on NPS or CSAT.

↑ 15.78%   ↓ 40.15%

Sentiment Score

This is a pretty common metric designed to benchmark the general sentiment for analyzed text data. **Drawing correlations between trends** in the sentiment score and business decisions, new product offerings, or other milestones can indicate how customers felt about a specific product, service, or experience.

0   poor   6.2   excellent   10

You can **view and filter your sentiment score** as one module of many on your Keatext dashboard.

3

What types of data are used for sentiment analysis?

The most powerful sentiment analysis can bring together both structured and unstructured data - like using **open-ended survey responses to better understand the NPS score a customer gave.**

Structured data

Structured data has predefined formatting possibilities. For instance, **NPS scores** are structured data as each data point is a number from 0-10, and there can be no variation in this format.

Unstructured data

Unstructured data, on the other hand, can come in any format. **Customer reviews** are unstructured data because the vocabulary, length, format (sentences, bullets, etc.) are not predefined.

Multichannel data

Multichannel data can be structured or unstructured. Customers engage with several distinct channels throughout their buying journey, and each one can tell its own unique story - from reviews to surveys and support tickets.

☑ Reviews

☑ Surveys

☑ Support Tickets

☑ Chats

Keatext analyzes sentiment and **unifies insights from all your data sources** in one dashboard.

4

The role of sentiment analysis throughout the customer journey

The 360° customer journey with **sentiment analysis**

Sentiment analysis has robust use cases that apply to every stage of the customer journey, leveraging any data source where **customers interact with your brand.**

Stage	Data Sources	Sentiment Analysis Benefits
Research	• Reviews • Social media	• Monitor brand reputation • Find negative review root causes • Monitor user-generated content
Consideration	• Chat conversations	• Understand main customer questions and buying criteria
Buying	• Post purchase surveys	• Identify satisfaction drivers • Uncover context of NPS, CSAT…
Experience	• Help desk tickets • Call center transcripts	• Improve time to resolution • Reduce customer churn • Assess agent performance • Empower customer service team
Loyalty	• Loyalty surveys	• Identify what drives retention, loyalty, NPS, star ratings…

Reviews

The customer journey begins when a customer is looking for something. **Before making a purchase decision,** they're going to look at lots of reviews from different sources to see how your product - and your brand - are received by other customers.

By understanding the context behind a positive or negative review, your business can more easily resolve issues and **address customer needs more rapidly.** Sentiment analysis provides insights that can drive decisions within your marketing, customer care, and product teams.

Analyzing the sentiment in reviews creates opportunities for your business to:

- Monitor brand reputation and health
- Identify products and **experiences that delight customers**
- Pinpoint common topics in negative reviews
- Create marketing that speaks to customers

Surveys

Surveys collect feedback directly from your customers. They come in various types, each serving a purpose that can be enhanced through sentiment analysis.

- **Loyalty surveys:** Right after a purchase, many brands will ask customers whether or not they would recommend the brand to someone else.
- **Post-call surveys:** These ask customers about their experience talking with agents and if their questions were answered.

While pretty much all surveys collect quantitative data like NPS and CSAT scores, they often include open response questions where customers can write freeform comments.

Analyzing survey responses allows you to:

- Identify what causes customers to churn and what drives customer loyalty
- Uncover the **context behind NPS or CSAT scores**
- Know where to improve customer satisfaction

Support tickets

Customers that have an issue with a product or service will go right to your help desk or contact center. Here, **the customer experience is crucial** - a bad experience with no solution will lead almost always to customer churn.

Sentiment analysis can bring together **insights from your entire contact center,** in terms of what issues or topics are occurring in large volumes or even recurring. Additionally, conversational data can be analyzed from the side of the customer or the side of the customer service agent to uncover how customers feel during a conversation with a representative.

With detailed insights into agent performance and the voice of the customer, you can **empower your service representatives** to provide fast, effective, and professional service.

By analyzing support tickets, you can:

- **Improve time to resolution**
- Reduce customer churn
- Assess agent performance
- Empower your customer service team

5

Choosing your solution: Buy vs. build?

The big question companies have when it comes to text analytics is always: **should you build your own solution in-house or buy a solution from a vendor?**

Nowadays, with the proliferation of the software as a service (SaaS) industry, software solutions can be deployed much more efficiently than in the past.

Building a solution internally involves years of work as your team researches, builds, and trains the model to accurately identify customer sentiment. It's doable, but it's hardly a seamless or user friendly process, especially for businesses that don't have the **extensive resources needed to support such an endeavor.**

On the other hand, third party SaaS solutions that use AI and NLP are readily available. Fortunately, you don't need to know the inner workings of any of these solutions to get set up and start making a difference with a strong ROI.

With a **solid understanding** of what you need out of your solution, you'll be ready to take the next step.

6

What to consider to get your executive buy-in

KPIs to improve on top of CX ✅

This could be your **NPS score, star rating, or response time** on your help desk. Define a specific goal in order to understand what data channels you need to analyze and how you will measure the performance and ROI of your sentiment analysis solution.

Data channels you need to analyze ✅

Consider what sources of customer data are available for your analysis, like surveys or call transcripts. Based on the goal you define, you might **include data from multiple sources.** Your sentiment analysis solution will have to support multichannel analysis in this case.

Integrations with your tech stack ✅

Especially with multiple data sources, think about how data will flow into your sentiment analysis solution. Manually exporting and importing data is not the most efficient process. **Native integrations through APIs** are ideal for robust and real-time analysis.

Internal resources at your company ✅

If you're choosing "build" over "buy" for your sentiment analysis solution, take into account the developers in your teams and their **experience with AI.** In order to get executive buy-in, you'll need to justify the efforts (time and money) to build your proposed in-house solution.

The cost of **organizational change** ✅

The biggest obstacle businesses face is **lack of adoption.** It's extremely important to test your potential solution in your organization with a free trial or proof of concept, to assess if your end users are comfortable incorporating it into their workflows.

Budget costs of buy vs. build ✅

A huge oversight when building text analytics in-house is thinking that your software is a static instance. A small script does not scale into a full text analytics solution, in fact, it has to **evolve over time** with your business assuming the maintenance costs.

7

Questions to ask a sentiment analysis software provider

Most sentiment analysis platforms provide the same **core functionality** like positive, negative, or neutral sentiment, and some level of reporting and data visualization.

However, **there are big differences in advanced feature offerings** like AI-based recommendations, richness of sentiment like questions and suggestions, and setup time.

Consider the following questions when choosing a software provider in order to understand the quality of the advanced feature offerings.

What is the **setup process?** ✅

The less time it takes to get to insights, the smoother the experience is for your organization. Solutions like Keatext **work out of the box,** being deployed on the cloud and leveraging industry agnostic AI. However, some platforms require you to train the AI model for your industry.

Does it provide **recommendations?** ✅

Predictive analytics is a key differentiator among text analytics platforms. Ask if the software provides AI-based recommendations that enable your team to prioritize actions that have the most impact on NPS or CSAT.

What **integrations** are available? ✅

Create a list of platforms you use at your organization with customer data you want to analyze - like **Salesforce, Surveymonkey, or Zendesk.** Ask about how the solution integrates with and imports data from these platforms.

Can **multiple teams** work with it? ✅

Are insights available in a centralized dashboard that everyone can access? Can dashboards be segmented for different teams? You want to **avoid siloing your data** by making it visible and accessible to relevant stakeholders.

Does it identify **customer intent?** ✅

Sentiment analysis that also identifies **customer intent** is a powerful asset for your business. Assess how the solution categorizes sentiment. Does it include customer questions and suggestions? These categories help you better understand what customers are asking from you.

8

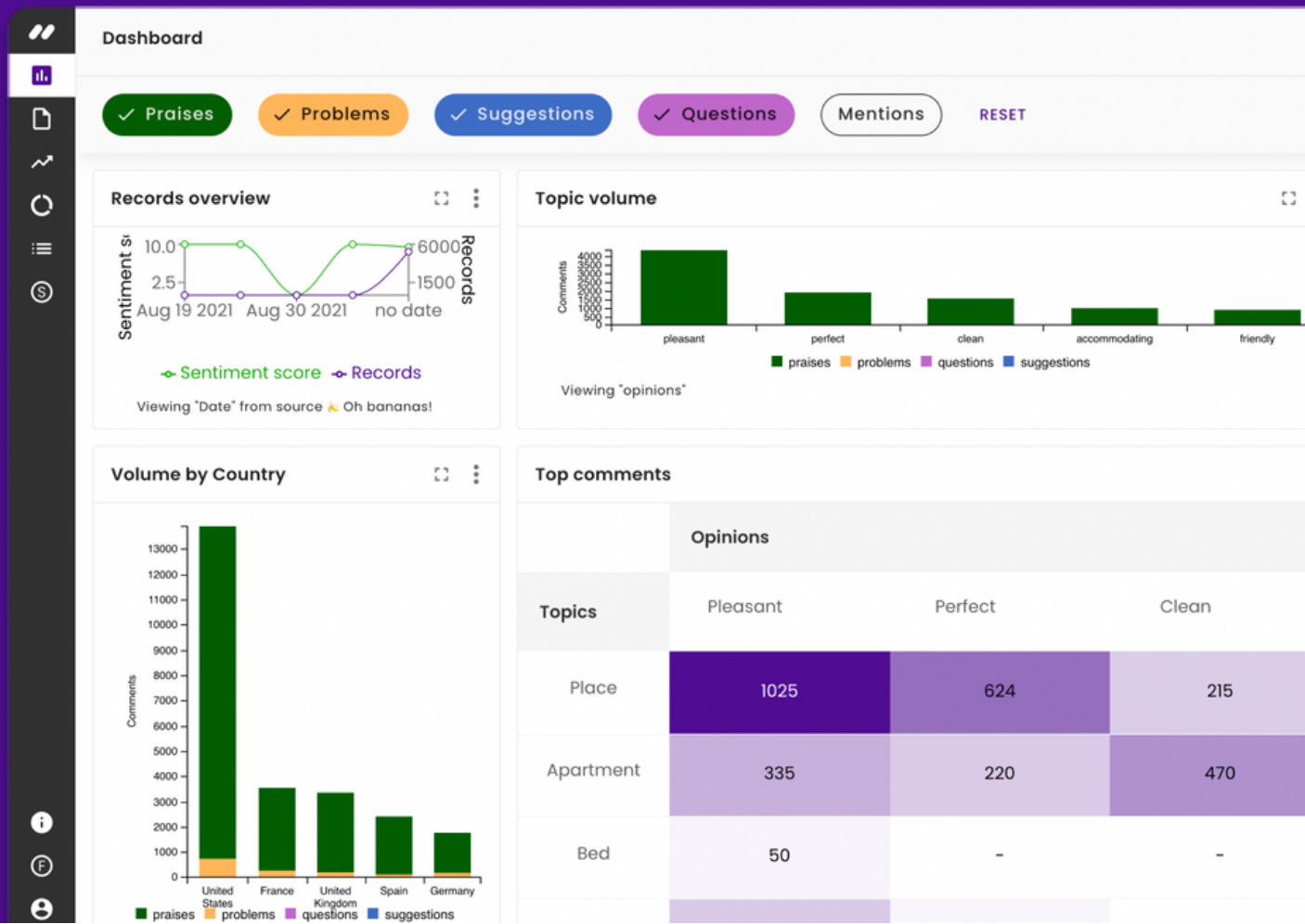## Understand the full customer story with Keatext

Keatext is sentiment analysis that focuses on impact.

- **Get recommendations for top action items** with the most impact on customer experience metrics like CSAT or NPS

- **Fully understand every step** of your customer journey, on one dashboard, with multichannel insights from reviews, surveys, chats, calls, and support tickets

- **Reduce your analysis time by 98%** with our cloud-based solution that requires no out-of-the-box setup

- **Seamlessly integrate** your tech stack such as Zendesk, Salesforce, Intercom, and Surveymonkey

- **Create, customize, and share** dashboards internally or publicly with one click

Your most impactful CX improvements **start with Keatext.**

Dashboard

✓ Praises ✓ Problems ✓ Suggestions ✓ Questions Mentions RESET

Records overview

Viewing "Date" from source 🍌 Oh bananas!

→ Sentiment score → Records

Topic volume

■ praises ■ problems ■ questions ■ suggestions

Viewing "opinions"

Volume by Country

■ praises ■ problems ■ questions ■ suggestions

Top comments

Topics	Opinions		
	Pleasant	Perfect	Clean
Place	1025	624	215
Apartment	335	220	470
Bed	50	–	–

Resources

Learn with Keatext

- [Learning Hub](#)
- [Text Analytics 101](#)
- [Sentiment Analysis 101](#)
- [Ticket Analysis 101](#)
- [Customer Experience 101](#)
- [Predictive Analytics 101](#)

Explore Keatext

- [Platform](#)
- [Integrations](#)
- [Recommendations](#)

About Keatext

Founded in 2010, Keatext was one of the first AI solution providers to offer maximum business impact to clients.

After 5 years, we left professional services behind to launch our text analytics platform that helps you make your most impactful CX improvements.

Our team brings together 20+ years of experience in enterprise software, AI, and natural language understanding.

"keatext