

# *Glanceable*

*Customer Insights ; at a Glance*

# The Voice of Customer Management Platform

From insight to action, all the way to automating processes with AI Agent Workflows

## The Trust Us



# The challenge

## Management of Consumer Reviews by Businesses

### 4 Issues not properly addressed by current solutions

#### 1. Extraction 2. Aggregation



#### 3. Analysis 4. Visualization



Large volume of data points  
(millions)

Data difficult to clean

Long and tedious manual  
extraction work

Wide variety of sources and data  
types (text, audio, video)

Simplistic analysis without AI or with  
basic AI

A lot of time and resources needed  
for each analysis

Complicated solutions with a poor  
user interface

# The Solution



## Data Collection, Cleaning and Integration

Glanceable takes care of collecting, cleaning and integrating data, regardless of source and composition

Additionally, Glanceable converts audio and video formats into text prior to integration and analysis

All type of sources

All format types

Converted to textual content



# The Solution



## Quantitative and Qualitative Analysis Plus Recommendations

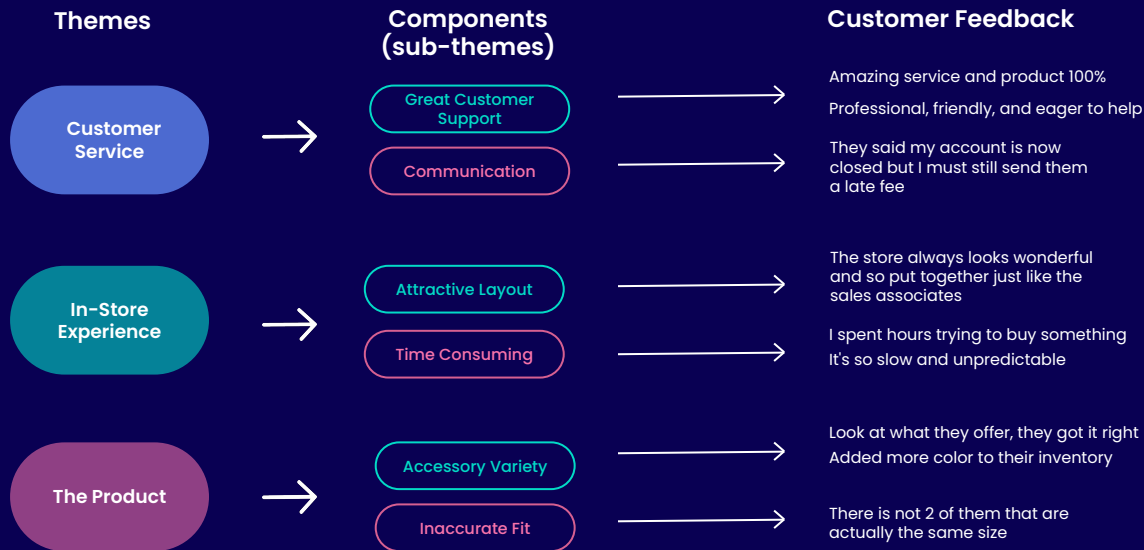
Glanceable automatically generates themes, sub-themes and recommendations based on the contents of the data

Each category is weighted to compute its individual impact on **NPS** and **revenue**

Recommendations are separated between user-generated and AI-generated



## Automatic Classification by Thematic Association



**Trends and Impact Measurement**

**Feedback Scoring** and of the brand's overall performance

**Trend evolution over time:** for both specific themes and sub-themes

**Each category is matched with its impact on NPS and Revenue**

# The Solution



## Interactive and Intuitive Platform

Fully customisable dashboard showcasing what matters to you and your teams

Benchmark your competitors and yourself by performance or trends

Filter comments by associated sentiment, theme and sub-theme

Full transparency and control: access associated comments with one click from anywhere on the platform



# The Solution



## Live feed and Automatic Response Generation

Centralise any feedback source in real time

Improve the quality and reach of your responses with the help of our adjustable generative AI

Quickly filter and prioritise feedback response according to a specific sentiment or emotion

The screenshot displays the Feedback Management interface. At the top, there's a header with the title "Feedback Management" and navigation icons. Below the header, there are filter controls: "Data Source" (Beauty feedback channels), "Filters", and a date range "2023-02-23 to 2023-04-05".

The main content area is titled "Reviews: User experience design" and shows a list of reviews. The first review is from Lisa M. (Trustpilot, San Francisco) dated 16/06/2024, with a 4.0 rating and "Positive Love" sentiment. The review text is: "Seamless and intuitive experience. This platform is incredibly intuitive. From the moment I signed up, every step was clear, and the design is clean. It took no time at all to navigate and find the features I needed. I'm impressed by how everything is structured to minimize confusion, allowing me to get straight to work." A tag "Ease of use and clarity" is visible.

The second review is from Daniel R. (Google reviews, London) dated 16/06/2024, with a 4.0 rating and "Positive Love" sentiment. The review text is: "User-centric design done right. The designers clearly put thought into the user's journey. Every feature feels like it was made with me in mind. No frustrating learning curve, and the response times are amazing. I love how fast I can get things done without feeling overwhelmed!" A tag "User-centric design done right" is visible.

On the right side, there's a "Review Analysis" section with three metrics: "Review responses" (1200, +12% vs last month), "Management responses" (32%, +12% vs last month), and "Average time" (4 days, +12% vs last month). Each metric has a progress bar. At the bottom right, there's a "Go To Dashboard" button.



# The Solution

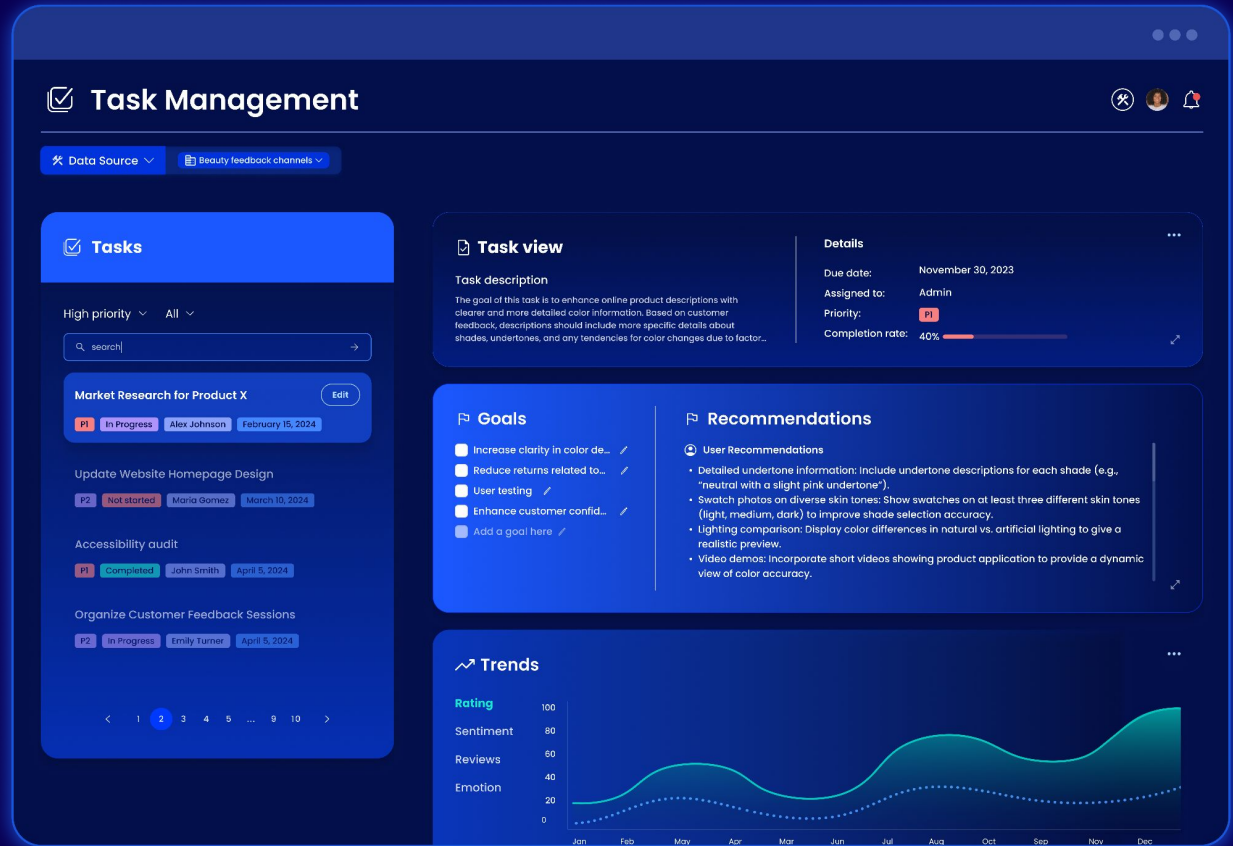


## Strategy Implementation and Performance Monitoring

Link your customers' voice on certain themes with your strategic decisions

Easily identify which strategies perform and which require a rework

Keep your actions up to date with the help of real time pain point recognition and accessible recommendations



# The Solution



## Generate Custom Reports Automatically

Powerful reports that merge quantitative and qualitative features with the help of AI

Communicate trends, projections and potential strategies with ease; determine the frequency according to your communication strategy

Exploit the same features to benchmark your competitors



Download reports directly from the platform to present them to relevant teams.



# The Voice of Customer at Allianz France

## An operational and cross-functional use case



Allianz France relied on Ganceable to centralize all multi-source customer feedback and enable business teams to quickly access actionable, reliable, and shared insights

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### A Unified Voice of Customer Approach

The Ganceable platform is used by several Allianz teams to analyze, cross-reference, and prioritize customer feedback from heterogeneous sources (surveys, online reviews, partners) The goal: to speed up analysis, improve cross-team collaboration, and facilitate data-driven decision-making based on customer insights.

**7**

**business units**

Autonomously the Voice of Customer within Ganceable

**147 000+**

**Verbatims analysed**

Centralised from multiple customer feedback sources for Allianz

**28**

**active users**

With more than 20 dashboards/reports being shared

# The Voice of Customer at Fortunéo

## A data driven approach serving customer experience and performance



Fortunéo relies on Ganceable to centralize and analyze all of its multi-source customer feedback, enabling a deeper understanding of pain points, effective satisfaction management, and better support for business teams in their operational and strategic decision.

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### A structured, collaborative approach to the Voice of Customer

The Ganceable platform is used by multiple teams at Fortunéo to leverage customer verbatim feedback from a wide range of sources (surveys, online reviews, conversational feedback). The goal is to provide a reliable and consistent view of the Voice of Customer, quickly identifying priority pain points, track their evolution over time, and facilitate the sharing of actionable insights with the relevant teams

**40 000**

**Phone conversations**

Analyzed each month on the Ganceable platform

**574 000+**

**Verbatims analyzed**

Centralized from multiple customer sources of Fortunéo

**40**

**Active users**

from executive, design, fraude, brand and customer retention teams

# Glanceable : A Recurring Impact



4. Actions



3. Benchmarking



1. Centralisation  
of customer  
feedback



2. Analysis  
automated by  
AI



**Marketing and  
Customer Relation  
Managers**

Measurement of marketing  
performance indicators



**Innovation and Product  
Managers**

Product optimisation through  
insights



**Communication  
Managers**

Managing brand reputation  
and awareness



**Sales Managers**

Measure sales performance  
tied to consumer insights



# Want to know more ?



Our team is here to help answer your questions, provide additional information, or schedule a meeting for a live demo.

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For any request please contact

Arthur Cohen - [arthur@glanceable.io](mailto:arthur@glanceable.io)  
Ilan Meziere - [ilan@glanceable.io](mailto:ilan@glanceable.io)

