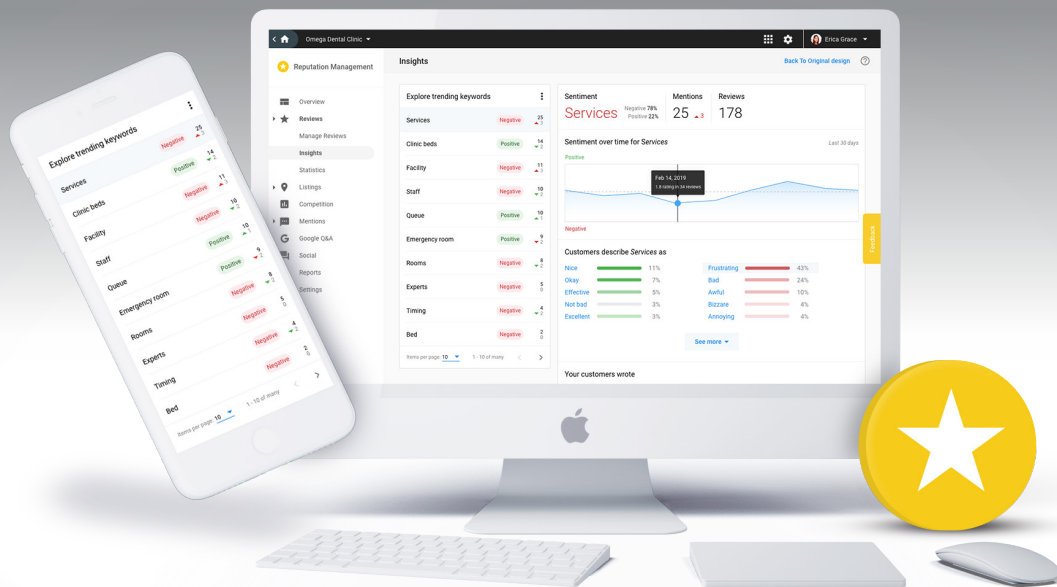


# Turn customer reviews into powerful *Insights*



## Extract instant *Insights* to drive your success

Insights uses Natural Language Processing to analyze reviews automatically, discover keywords in your review content and display insights into your customers' experience.

### Visualize customer sentiment

Identify trending keywords in feedback to pinpoint what customers are talking about most—good and bad. View a trendline of positive and negative keywords to visualize changes in sentiment over time.

### Uncover the 'why' behind star ratings

Powerful data uncovers the 'why' behind customers' reviews to understand how customers really feel about their experience with your business.

### Turn information into action

Understanding the most prevalent keywords customers talk about helps you to uncover insights that lead to action! Make smart business decisions using data-backed knowledge right from your customers.

