

An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers and buildings. The entire image is overlaid with a semi-transparent purple filter. In the top-left corner, there is a white, rounded shape containing the 'keatext' logo.

“keatext

Keatext user guide

Let's get you started

- What is Keatext
 - Keatext platform
 - Accessibility
 - Main features
- What you can do with Keatext
 - Loading a CSV file
 - Navigating insights
 - Fine tuning insights
 - Exporting
- Addendum
 - Keatext Knowledge base
 - Other features

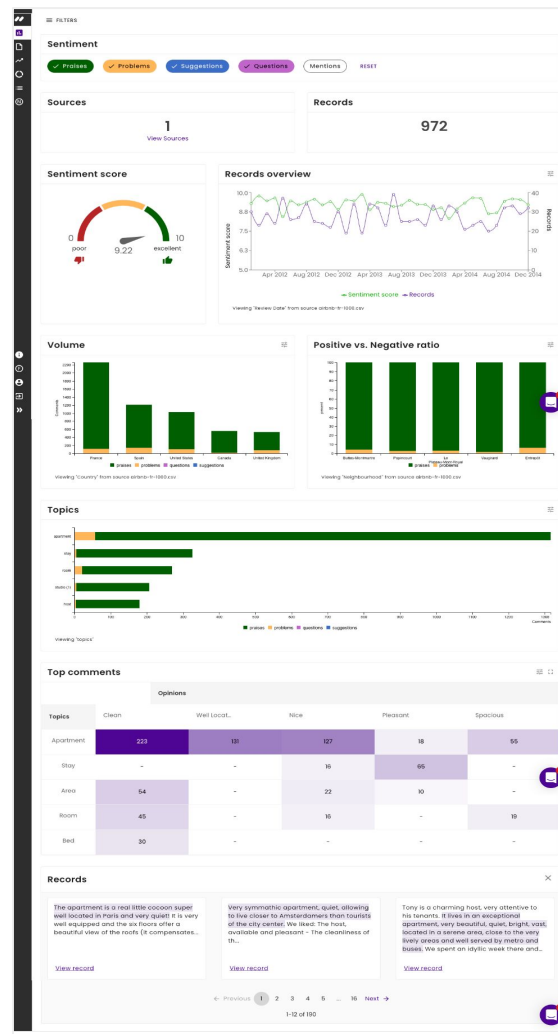
What is Keatext

Keatext platform

Keatext is a **simple** and **easy** tool designed to **remove the tedious work** of reading and categorizing customer feedback.

It is designed to **instantly** provide you with granular insights to help you do your reporting.

Its **AI** relies on **deep learning** algorithms and **unsupervised machine learning** to **minimize your efforts** while providing **maximum results and accuracy**



Accessibility

To create an account

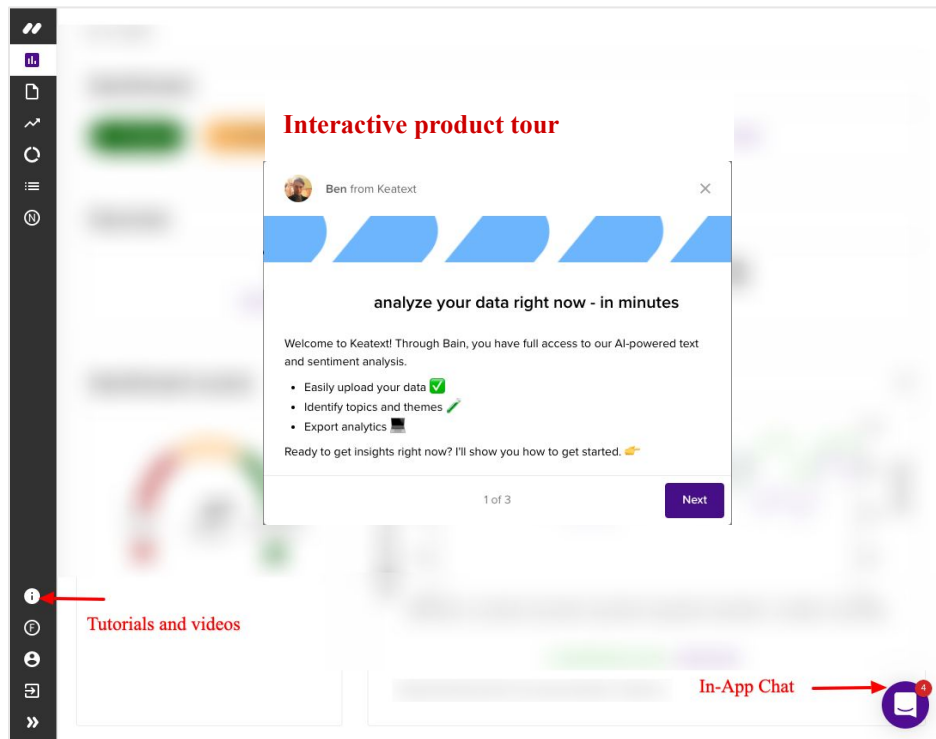
- Go to: <https://cx.keatext.ai/signup>

To log into your existing account

- Go to: <https://cx.keatext.ai/login>

At your first login

- An **interactive product tour** will bring you up to speed
- You will have access to a whole set of **Tutorials and videos** from within the app by clicking on them
- In-App chat** to ask questions and discuss with a product specialist



Keatext main features

The screenshot shows the Keatext web application interface. The top navigation bar includes a sidebar with icons for home, filters, pivot table, and search. The main content area displays a 'Topics overview' for 972 of 15,423 records. It features a 'Filters' panel on the left with options for 'Default', 'SAVE', and 'Sort by: Recent Name'. The 'Analyzed sources' section lists files like 'Sephora-Free-Trial-Test...', 'output.csv', and 'airbnb-fr-1000.csv'. The 'Record fields' section includes 'Tags', 'Advanced Filters', 'Expression frequency', and 'Only modified expressions'. The 'Search' section has a search bar. The main content area shows a 'Topics overview' with buttons for 'Praises', 'Problems', 'Suggestions', 'Questions', and 'Mentions'. A 'Time comparison' dropdown is set to 'All time'. The interface also includes an 'EXPORT TO CSV' button and a 'SHARE' button.

Start your analysis with a comprehensive overview of main findings

Create Pivot table with the stat module

Customize groupings and categories using Keatext AI-assisted module

Find out about correlation, blocklist and more from tutorials and videos in Keatext Knowledge Base

Save and reuse filters on multiple datasets

Export or share insights and findings based on your analysis

Multiple views to explore and uncover new insights

Time comparison to detect trends

Analyze any type of feedback (surveys, social media, emails, chats,...)

Automatic detection of themes in opinion such as Praises and Problems and intent in Questions and Suggestions or other themes that have been Mentioned otherwise

Deep dive into insights with advanced filtering using metadata, frequency or AI assisted categories you've created

Find out about specific insights using the AI-assisted search for themes including their synonyms, opinions or keywords

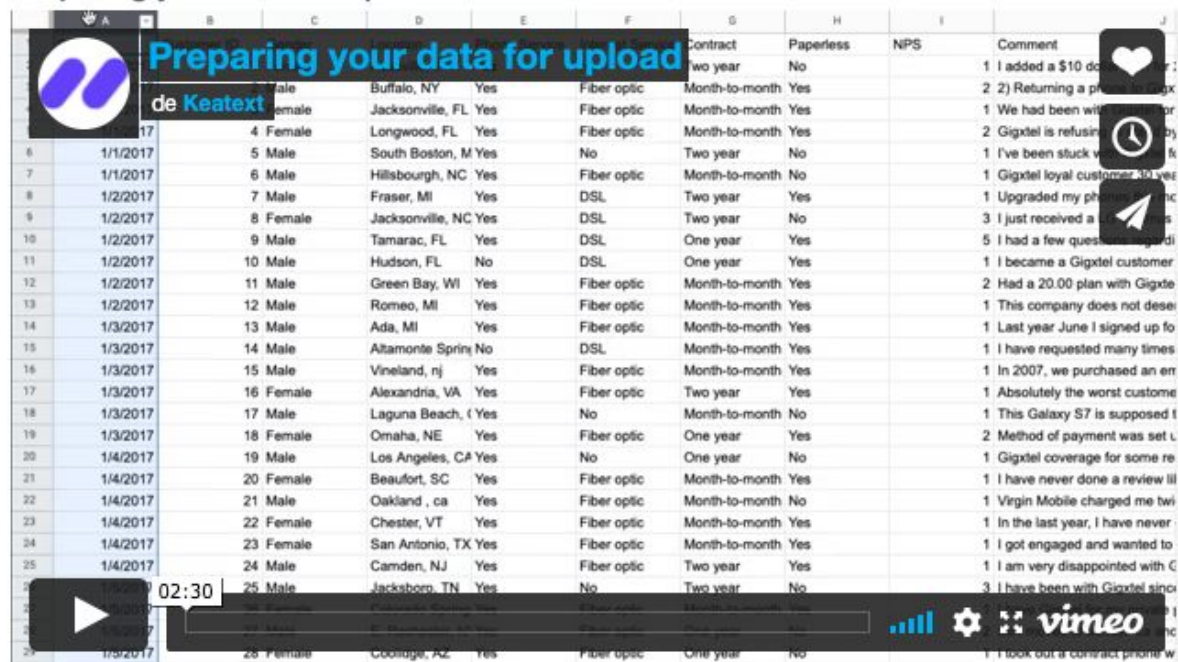
**It all starts
with the
data**



Preparing a CSV file

Prepare & Upload Data

Preparing your data for upload



The video player shows a spreadsheet titled "Preparing your data for upload" with the following columns: A (Date), B (Gender), C (Name), D (Location), E (Service Type), F (Contract Length), G (Paperless), H (NPS), and I (Comment). The data is as follows:

| A | B | C | D | E | F | G | H | I |
|----------|--------|------------------|-----|-------------|----------------|-----|---|----------------------------------|
| 1/1/2017 | Male | Buffalo, NY | Yes | Fiber optic | Two year | No | | 1 I added a \$10 do |
| 1/1/2017 | Female | Jacksonville, FL | Yes | Fiber optic | Month-to-month | Yes | | 2 2) Returning a ph |
| 1/2/2017 | Male | Longwood, FL | Yes | Fiber optic | Month-to-month | Yes | | 1 We had been wit |
| 1/2/2017 | Male | South Boston, M | Yes | No | Two year | No | | 2 Gigadel is refus |
| 1/2/2017 | Female | Fraser, MI | Yes | DSL | Two year | Yes | | 1 I've been stuck w |
| 1/2/2017 | Male | Jacksonville, NC | Yes | DSL | Two year | No | | 3 I just received a |
| 1/2/2017 | Male | Tamarac, FL | Yes | DSL | One year | Yes | | 5 I had a few ques |
| 1/2/2017 | Male | Hudson, FL | No | DSL | One year | Yes | | 1 I became a Gigdel |
| 1/2/2017 | Male | Green Bay, WI | Yes | Fiber optic | Month-to-month | Yes | | 2 Had a 20.00 plan with Gigde |
| 1/2/2017 | Male | Romeo, MI | Yes | Fiber optic | Month-to-month | Yes | | 1 This company does not deser |
| 1/3/2017 | Male | Ada, MI | Yes | Fiber optic | Month-to-month | Yes | | 1 Last year June I signed up fo |
| 1/3/2017 | Male | Altamonte Sprin | No | DSL | Month-to-month | Yes | | 1 I have requested many times |
| 1/3/2017 | Male | Vineland, nj | Yes | Fiber optic | Month-to-month | Yes | | 1 In 2007, we purchased an er |
| 1/3/2017 | Female | Alexandria, VA | Yes | Fiber optic | Two year | Yes | | 1 Absolutely the worst custome |
| 1/3/2017 | Male | Laguna Beach, (| Yes | No | Month-to-month | No | | 1 This Galaxy S7 is supposed t |
| 1/3/2017 | Female | Omaha, NE | Yes | Fiber optic | One year | Yes | | 2 Method of payment was set L |
| 1/4/2017 | Male | Los Angeles, CA | Yes | No | One year | No | | 1 Gigadel coverage for some re |
| 1/4/2017 | Female | Beaufort, SC | Yes | Fiber optic | Month-to-month | Yes | | 1 I have never done a review ill |
| 1/4/2017 | Male | Oakland, ca | Yes | Fiber optic | Month-to-month | No | | 1 Virgin Mobile charged me twi |
| 1/4/2017 | Female | Chester, VT | Yes | Fiber optic | Month-to-month | Yes | | 1 In the last year, I have never |
| 1/4/2017 | Female | San Antonio, TX | Yes | Fiber optic | Month-to-month | Yes | | 1 I got engaged and wanted to |
| 1/4/2017 | Male | Camden, NJ | Yes | Fiber optic | Two year | Yes | | 1 I am very disappointed with G |
| 1/5/2017 | Male | Jacksboro, TN | Yes | No | Two year | No | | 3 I have been with Gigadel since |
| 1/5/2017 | Female | Coolidge, AZ | Yes | Fiber optic | One year | No | | 1 I took out a contract phone w |

Loading a CSV file

Uploading a CSV file

The screenshot displays the Keatext interface for managing comments. The main content area shows a table of comments with columns for RANK, COMMENTS, SENTIMENT, RECORDS, and INTEREST. The table lists three comments, all with a 'problem' sentiment and a count of 443, 355, and 250 records respectively.

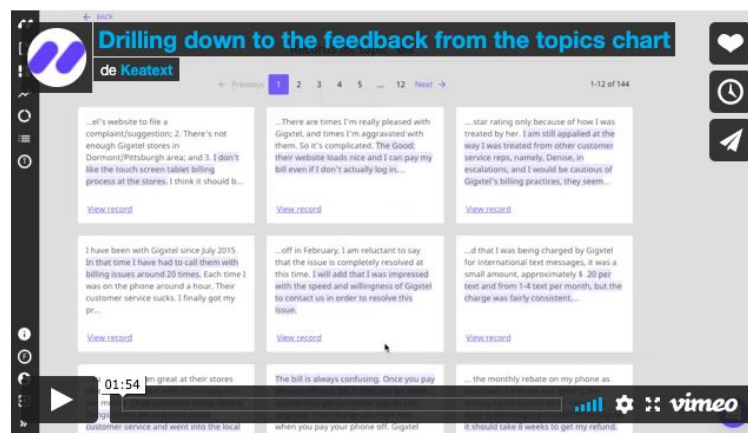
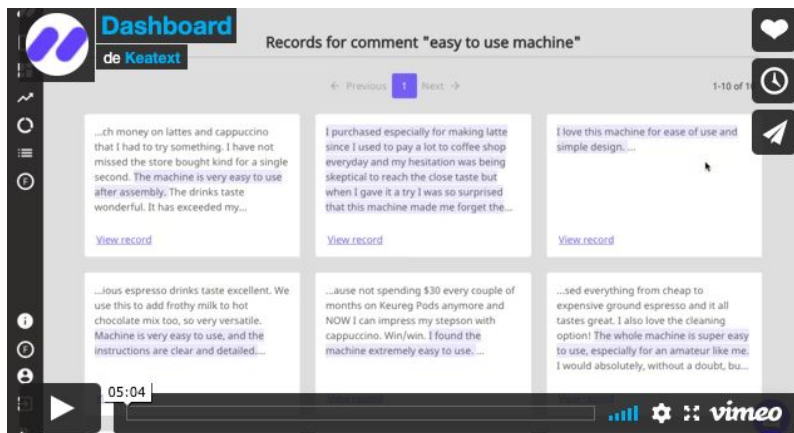
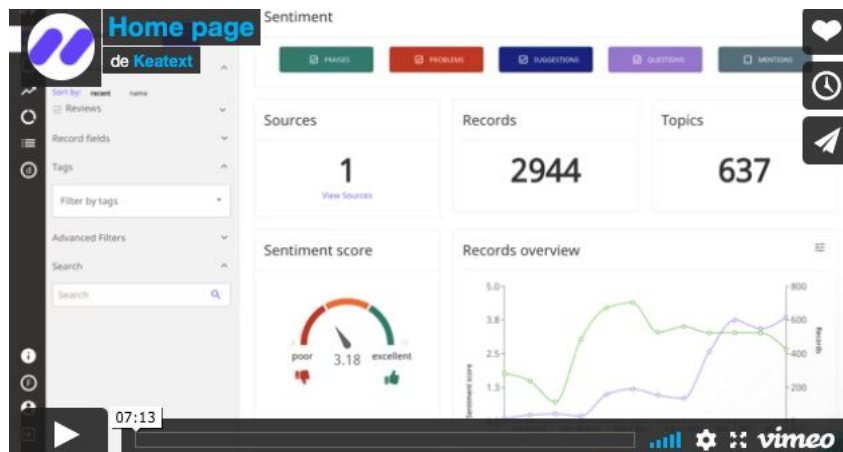
| RANK | COMMENTS | SENTIMENT | RECORDS | INTEREST |
|------|-----------------------|-----------|---------|----------|
| 1 | bad customer service. | problem | 443 | - |
| 2 | bad service. | problem | 355 | - |
| 3 | bad company. | problem | 250 | - |

The video player overlay at the bottom shows a play button, a progress bar, and the Vimeo logo.

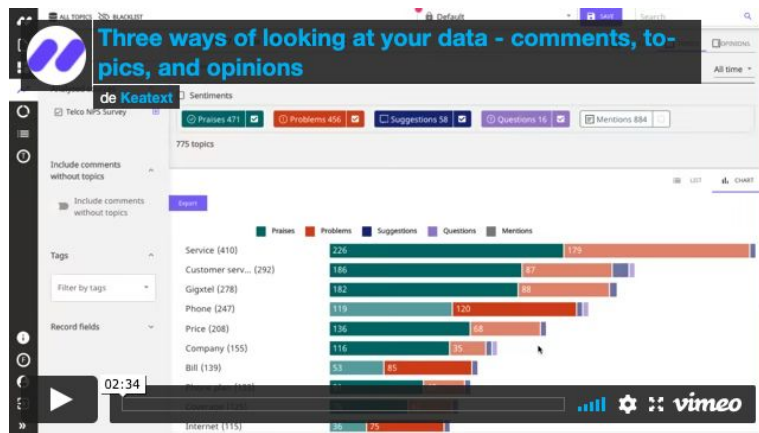


Uncover insights with Keatext

Navigating and filtering insights



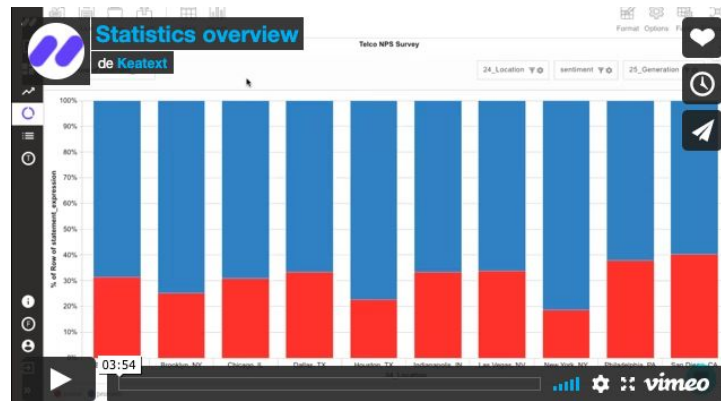
Deep dive into insights



Moving from view to view using topic and opinion filters

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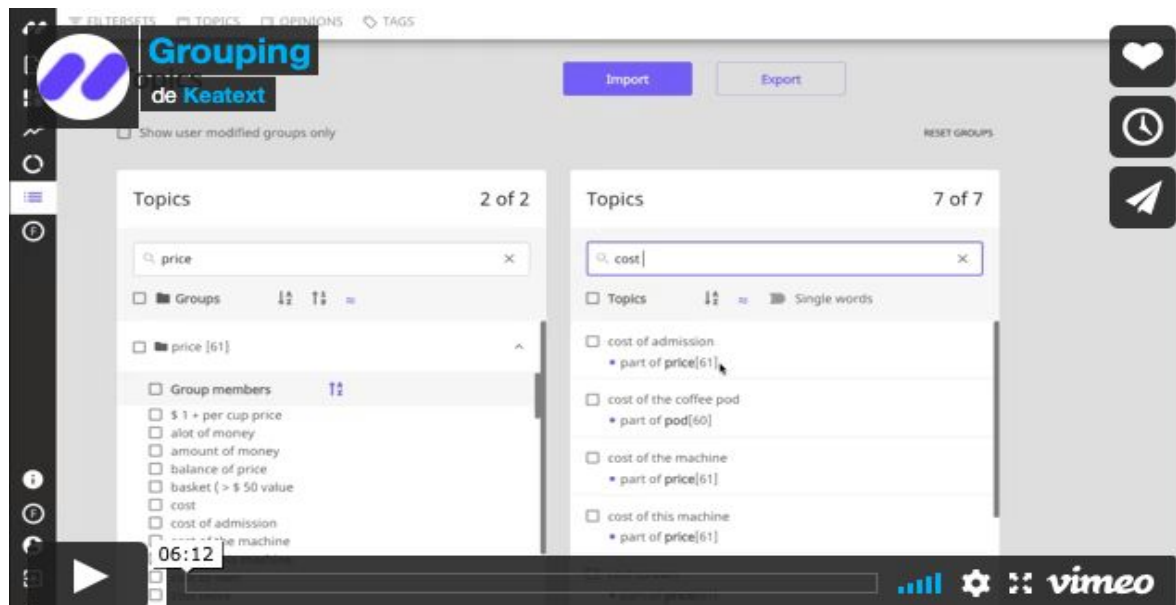




**Give Keatext
analysis a
personal
touch**

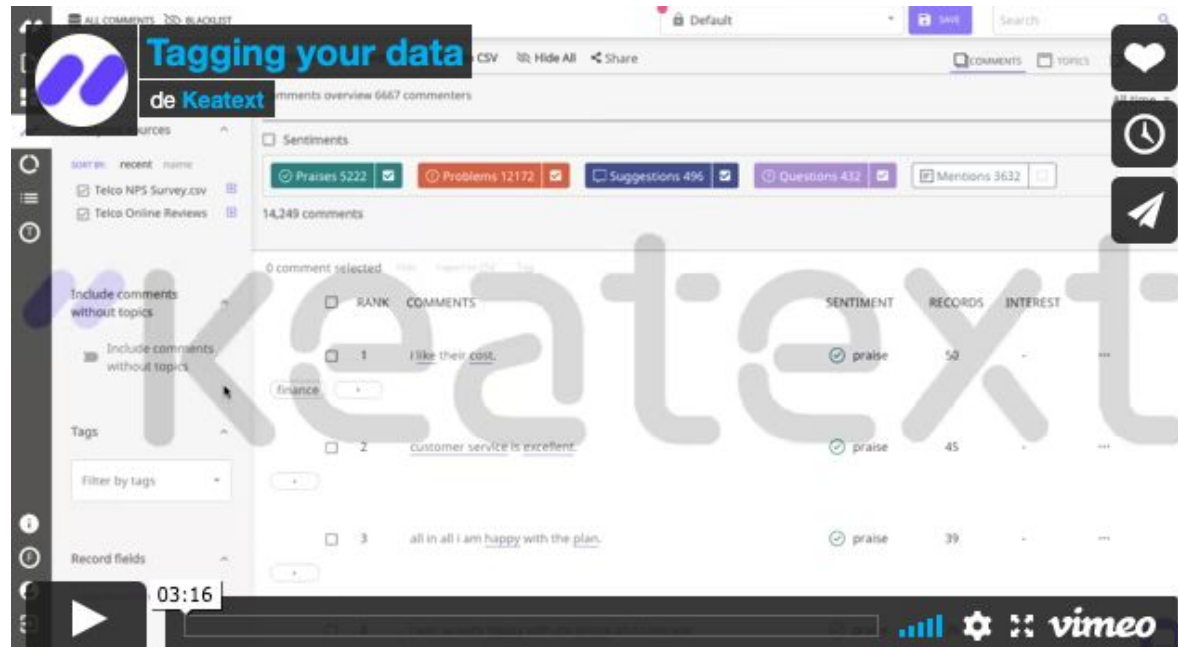
Fine tune your analysis: groupings

AI Assisted insight grouping that allows for **automatic grouping** while offering the flexibility to **customize groupings**, **import** and **export** them



Fine tune your analysis: categorization

AI Assisted tagging that allows the **categorization** of insights with **minimum** efforts thanks to Keatext **unsupervised models**



**Share your
findings
and delight
your
audience**

Export the results of the analysis

Share your findings by exporting insights in a CSV file. Use selection to share only what matters for your reporting

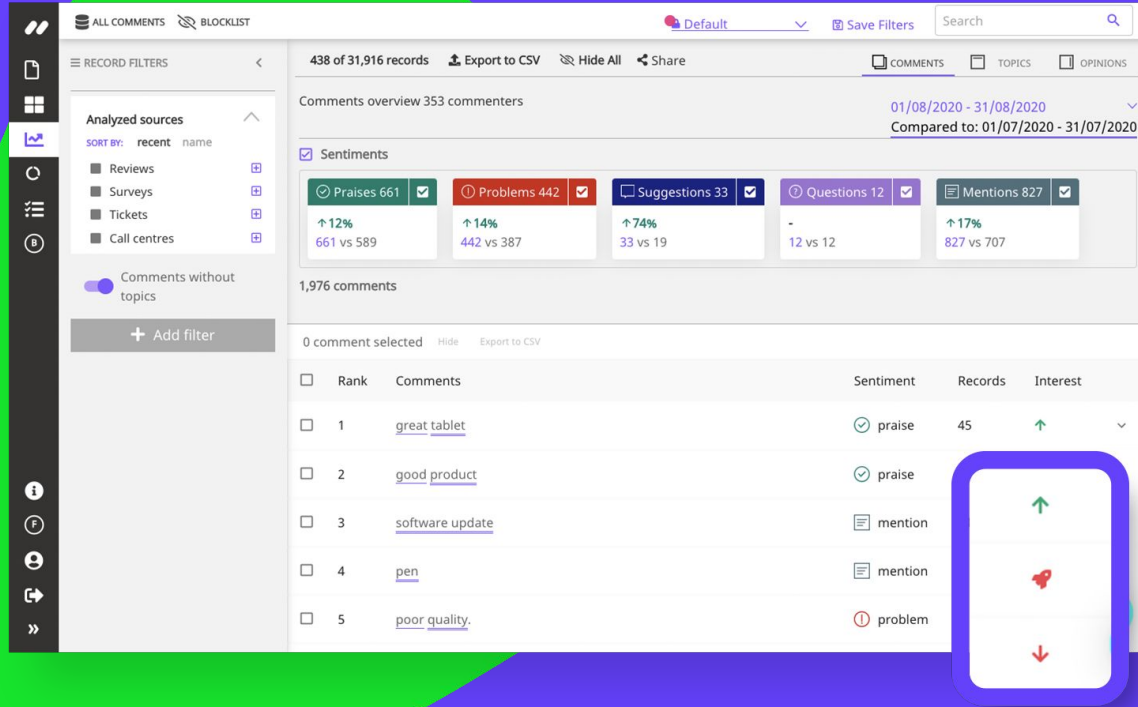
The screenshot displays the 'Exports' section of the Keatext application. On the left, there is a sidebar with a logo and the text 'Exports de Keatext'. The main area shows a table of analysis results with columns for various metrics. A Vimeotube player is visible at the bottom, showing a video player interface with a play button and a progress bar.

| | R | E | L | M | N | O | F | G | R | S | T | U | V | W |
|----|--------|---------|-------------|-------------|------------|---------|-----|---------|-------|-----------|--------|-----------|-------|----------|
| 1 | 23 | Comment | 24 | Location | 25 | Generat | 26 | French | or | statement | 1 | statement | 1 | language |
| 2 | Needed | my | Clinton, TN | Baby | Boome | Besson | de | mi | After | free | ph | Comment | en | |
| 3 | I | started | an | Wyoming, M | Baby | Boome | /ai | comment | I | am | paying | Comment | en | |
| 4 | I | started | an | Wyoming, M | Baby | Boome | /ai | comment | I | am | paying | Comment | en | |
| 5 | I | started | an | Wyoming, M | Baby | Boome | /ai | comment | I | am | paying | Comment | en | |
| 6 | I | was | expect | Raleigh, NC | Millennial | | | | Je | me | attent | I | spoke | to |
| 7 | 38 | Yes | | | | | | | | | | | | |
| 8 | 27 | Yes | No | DSL | | | | | | | | | | |
| 9 | 27 | Yes | No | DSL | | | | | | | | | | |
| 10 | 27 | Yes | No | DSL | | | | | | | | | | |
| 11 | 27 | Yes | No | DSL | | | | | | | | | | |
| 12 | 1 | Yes | | | | | | | | | | | | |
| 13 | 1 | Yes | | | | | | | | | | | | |
| 14 | 71 | Yes | | | | | | | | | | | | |
| 15 | 71 | Yes | | | | | | | | | | | | |
| 16 | 71 | Yes | | | | | | | | | | | | |
| 17 | 71 | Yes | | | | | | | | | | | | |
| 18 | 71 | Yes | | | | | | | | | | | | |
| 19 | 40 | Yes | No | DSL | | | | | | | | | | |
| 20 | 40 | Yes | No | DSL | | | | | | | | | | |
| 21 | 40 | Yes | No | DSL | | | | | | | | | | |
| 22 | 19 | Yes | | | | | | | | | | | | |
| 23 | 13 | Yes | No | Fiber optic | | | | | | | | | | |
| 24 | 14 | Yes | No | Fiber optic | | | | | | | | | | |
| 25 | 14 | Yes | No | Fiber optic | | | | | | | | | | |
| 26 | 14 | Yes | No | Fiber optic | | | | | | | | | | |
| 27 | 14 | Yes | No | Fiber optic | | | | | | | | | | |
| 28 | 38 | Yes | No | Fiber optic | | | | | | | | | | |
| 29 | 38 | Yes | No | Fiber optic | | | | | | | | | | |
| 30 | 13 | Yes | No | Fiber optic | | | | | | | | | | |
| 31 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 32 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 33 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 34 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 35 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 36 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 37 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 38 | 37 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 39 | 41 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 40 | 41 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 41 | 41 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 42 | 41 | Yes | Yes | Fiber optic | | | | | | | | | | |
| 43 | 41 | Yes | Yes | Fiber optic | | | | | | | | | | |

Addendum



Alert and trend detection



Trend detection

Identify positive and negative trends for specific issues or themes identified by Keatext.

Fine tuning your analysis



The screenshot displays the Blocklist application interface. At the top, a blue banner reads "BLOCKLIST" with a crossed-out eye icon. Below this, the interface shows a search bar, a "Default" dropdown, and a "Save Filters" button. The main content area is titled "Topics overview 16877 commenters" and includes a "Sentiments" section with filters for Praises (14), Problems (0), Suggestions (0), Questions (0), and Mentions (22). A table lists topics with columns for Rank, Topics, Distribution, Records, and Interest. A modal is open, showing a list of items to be blocked: "packaging", "screen", and "size".

| Rank | Topics | Distribution | Records | Interest |
|------|-----------|---|---------|----------|
| 1 | packaging | 1606 praises 0 problems 0 suggestions 0 questions 993 mentions | 5961 | - |
| 2 | screen | 2141 praises 0 problems 0 suggestions 0 questions 938 mentions | 2742 | - |
| 3 | size | 2797 praises 0 problems 0 suggestions 0 questions 0 mentions | 2485 | - |

Blocklist

Get an airtight view of your data by removing comments to keep only informative feedback in your analysis.

