

2024 Competitive Analysis – Text Analytics



	“keatext	Qualtrics	Thematic	Monkeylearn	Chattermill
Predictive Analytics Can you get recommendations on what to improve in the customer or employee experience that have quantifiable ROI?	✓ Includes a SWOT quadrant and impact score measurement	✓ Yes, through Text IQ	✓ Yes	✗ No predictive analytics	✗ No predictive analytics
Reporting Does the solution provide dashboarding, advanced data visualization, and UX optimized for business users and roles to support enterprise-level reporting needs?	✓ Unlimited customizable dashboards, 20+ widgets, shareable role-based access, no login required	✓ Multiple customizable dashboards, segment comparison, shareable access requires login	✓ Multiple customizable dashboards, segment comparison, shareable access requires login	✓ Pre-defined dashboard templates such as NPS, not customizable	✗ Multiple dashboards, customizable, shareable
Richness of the Analysis Is the language analysis deep and rich, and does it detect categories such as questions and suggestions made by customers?	✓ Positive, negative, neutral sentiment, plus questions, suggestions and related themes and opinions	✗ Positive, negative, neutral, and mixed sentiment	✗ Positive, negative, and mixed sentiment	✗ Positive, negative, and neutral sentiment	✗ Positive, negative, and neutral sentiment
Explainability Is it easy to understand the logic and context behind the analysis and back decisions with quantifiable support arguments?	✓ No need to read verbatims to get context/correlations between themes, emotions, and impact on satisfaction scores	✗ Limited explainability, need to read verbatims to get context	✗ Limited explainability, need to read verbatims to get context	✓ Can understand the results of the analysis by referring to the word cloud and searching for keyword snippets in the verbatims	✗ Limited explainability, need to read verbatims to get context

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AI Cognition What is the level of effort required to enable the AI model to identify relevant topics to monitor and report on?	✓ No need for a knowledge base or client dataset to train model, uses unsupervised machine learning to uncover relevant topics	✗ Requires designing a knowledge base of keywords to teach the system to identify topics to monitor, maintaining this is high effort	✓ No need for knowledge base, uses supervised machine learning, requires some effort from analyst and end user when validating detected topics	✗ Requires annotating and training on client's data, offers the possibility of creating a classifier and an extractor using client's data to train models	✗ Requires annotating and training on client's data
Deep Dive What is the level of effort required to enable the AI model to identify relevant topics to monitor and report on?	✓ Strong insight exploration	✗ Boolean rules on keywords	✗ Limited exploration	✓ Strong insight exploration	✗ Boolean rules on keywords
Labeling Are themes, intents, and sentiments identified, clustered, and labeled automatically?	✓ Automated	✗ Based on a predefined keyword list	✓ Automated	✗ Based on trained model per customer	✗ Manual validation
Robustness Does the model detect new, unforeseen situations or issues in the customer experience? Can it answer the question "tell me what I dont know"?	✓ Yes, the model combines supervised and unsupervised algorithms to cope with new, unseen data	✗ No as the system relies on a predefined list of keywords	✓ Partially, as a pre-trained model it may require retraining	✓ Partially, as it might require retraining the model	✗ Cannot detect new, unforeseen data



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<p>Omnichannel Integration</p> <p>Does the system integrate seamlessly with multiple data sources that support the most common CX and EX use cases?</p>	<p>✓</p> <p>Native and third party integrations through Tray and Zapier</p>	<p>✓</p> <p>Offers integrations but does not specify which are native vs. third party</p>	<p>✓</p> <p>Native and third party integrations</p>	<p>✓</p> <p>Native, custom, and third party integrations through Zapier</p>	<p>✓</p> <p>Offers integrations but does not specify which are native vs. third party</p>
<p>Self-Serve Free Trial</p> <p>Is it possible to test the platform in a self serve mode? Does it require setup and customization beforehand?</p>	<p>✓</p> <p>Self-serve with demo data, ability to upload data, instant access from signup to platform</p>	<p>X</p> <p>Free trial requires extensive onboarding</p>	<p>X</p> <p>Access to free trial gated by guided tour with a rep</p>	<p>✓</p> <p>Self-serve with demo data but it is limited to a dashboard view, ability to upload data, requires email verification to log in so access is not instant</p>	<p>✓</p> <p>Self serve with demo data, upload your own, or start with an integration</p>

See Keatext in action

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