Keatext + QuestionPro

Unify insights across your entire customer journey

Are you looking to...

- Identify trends and key issues in your support tickets in order to prioritize actions that will improve the customer experience?

- Pinpoint conversations where you had a low NPS, with the ability to analyze the entire call transcript associated with each response?

- Understand agent performance?

Bring together insights from calls and post-call surveys
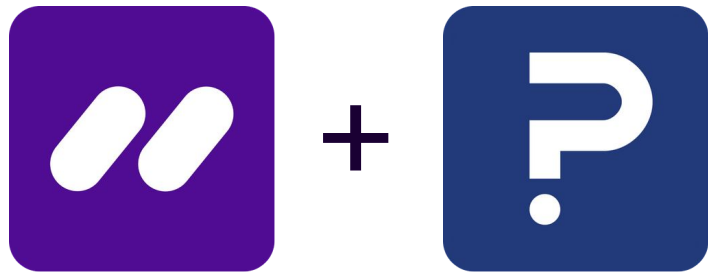
01. Unify feedback sources

Build a 360° view of feedback from post-call surveys and the call transcripts from your contact center. With all your insights in one platform, you can make informed decisions that consider all aspects of your business.
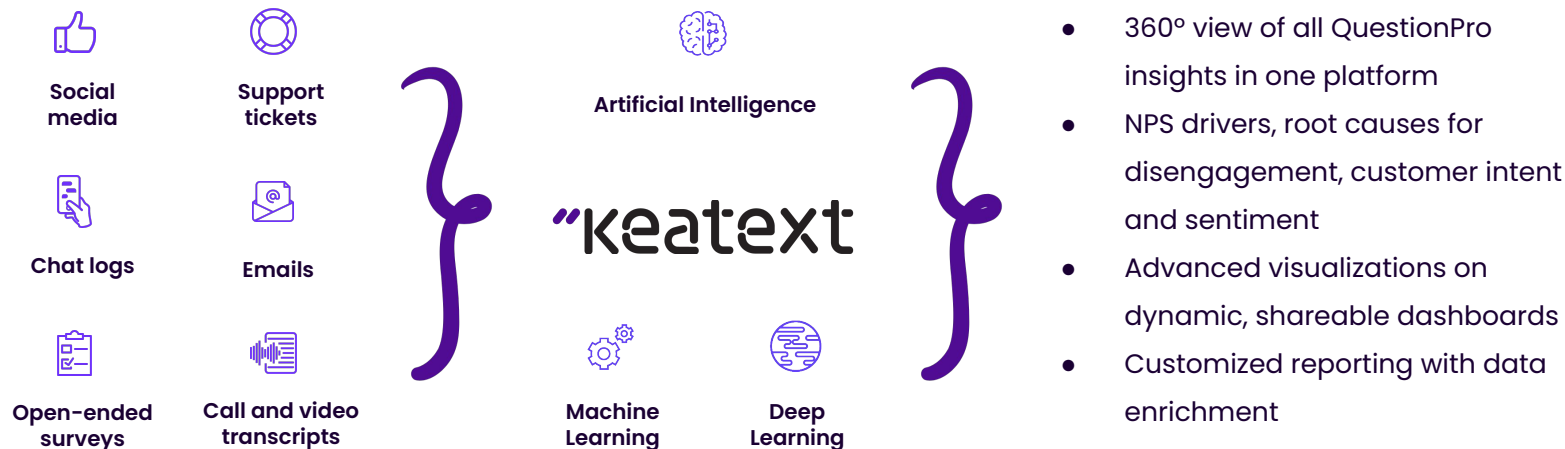
02. Understand NPS drivers

Identify blind spots and key drivers of dissatisfaction. Pinpoint which stages of the journey have the most impact on NPS scores to make recommendations based on strong data analysis.

## 03. Report issues faster with AI ✦✦

Enrich your data with relevant business categories, adding new dimensions to your insights that can be used in your analysis. Accelerate decision making with focused reports and dashboards that directly address specific questions.

AI technology enables you to work more efficiently

Social media

Support tickets

Chat logs

Emails

Open-ended surveys

Call and video transcripts

Keatext

Artificial Intelligence

Machine Learning

Deep Learning

- 360° view of all QuestionPro insights in one platform
- NPS drivers, root causes for disengagement, customer intent and sentiment
- Advanced visualizations on dynamic, shareable dashboards
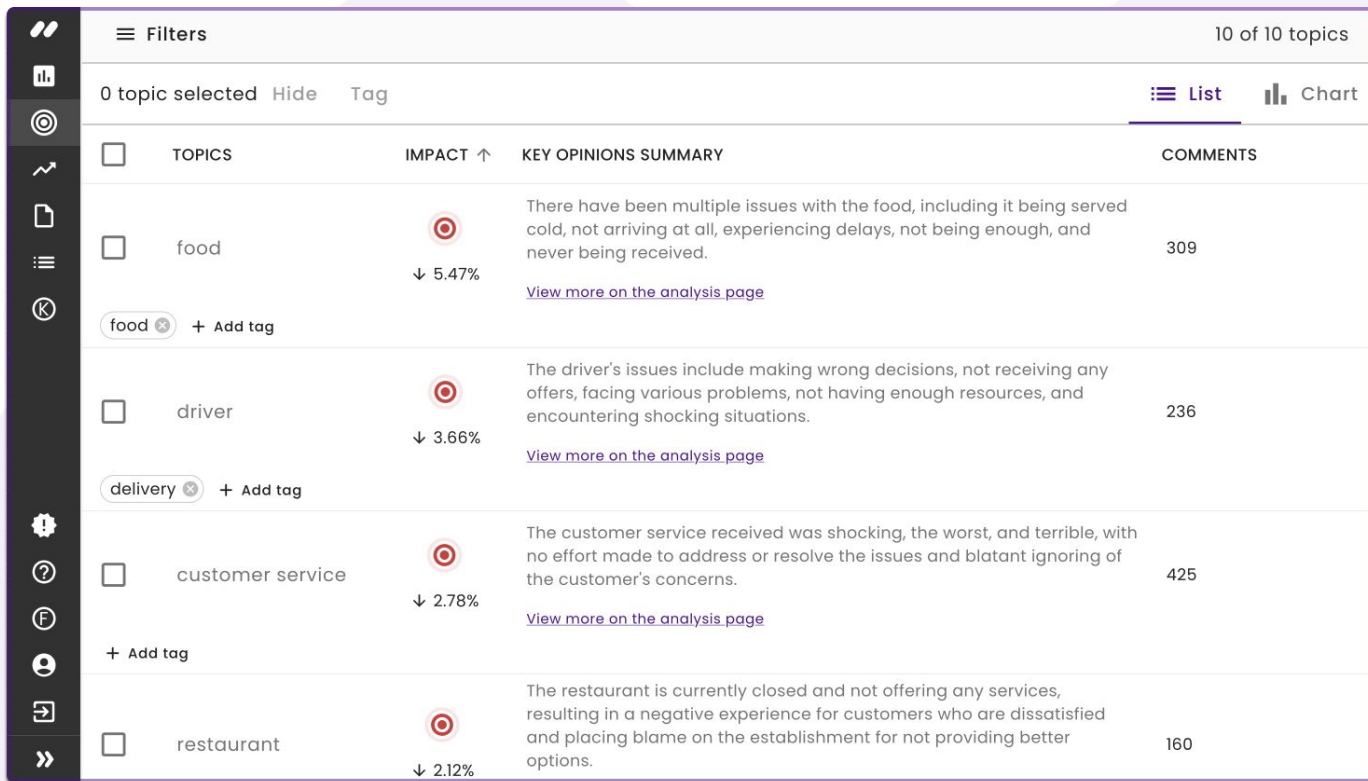- Customized reporting with data enrichment

Key driver analysis

Identify the critical stages of the journey or aspects of your business that are hurting NPS or CSAT scores
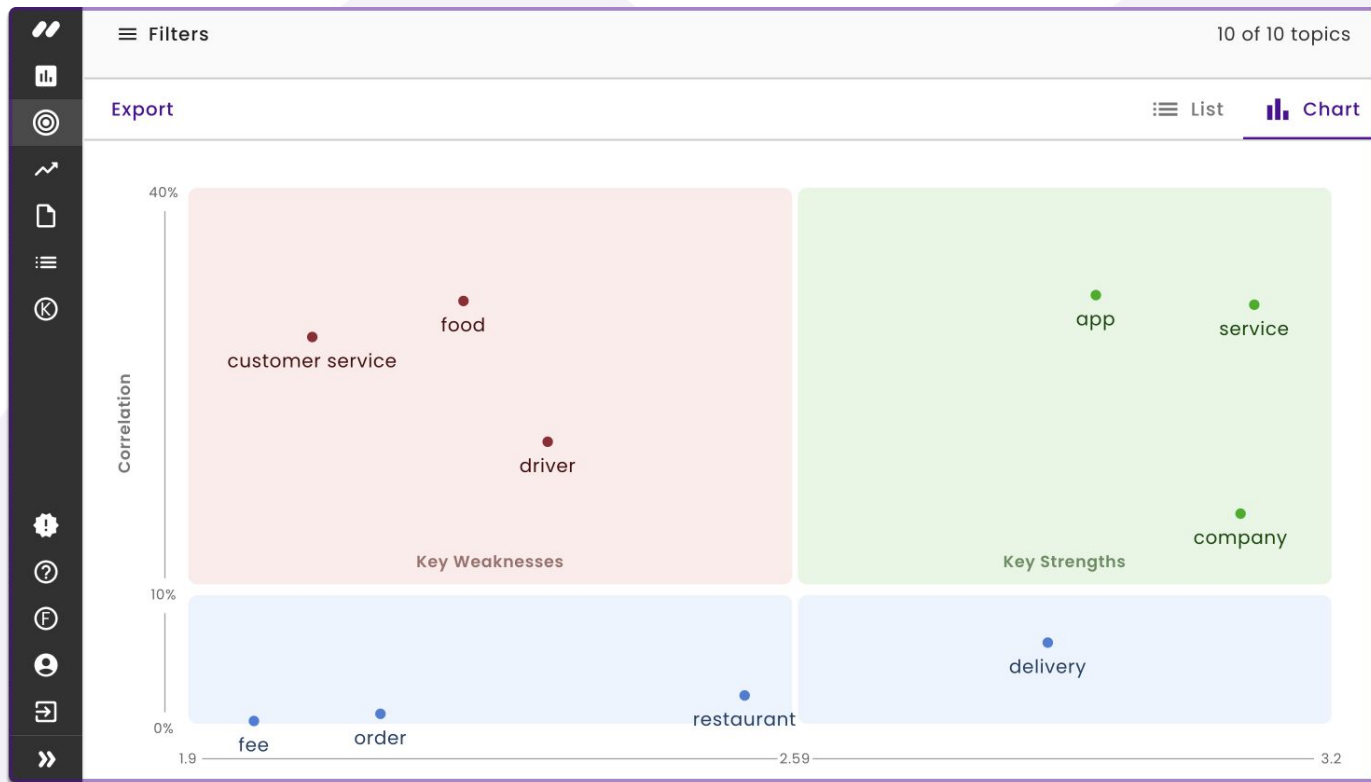
Impact assessment

Measure the impact of key drivers with a score and opinion summary to quickly understand and prioritize issues
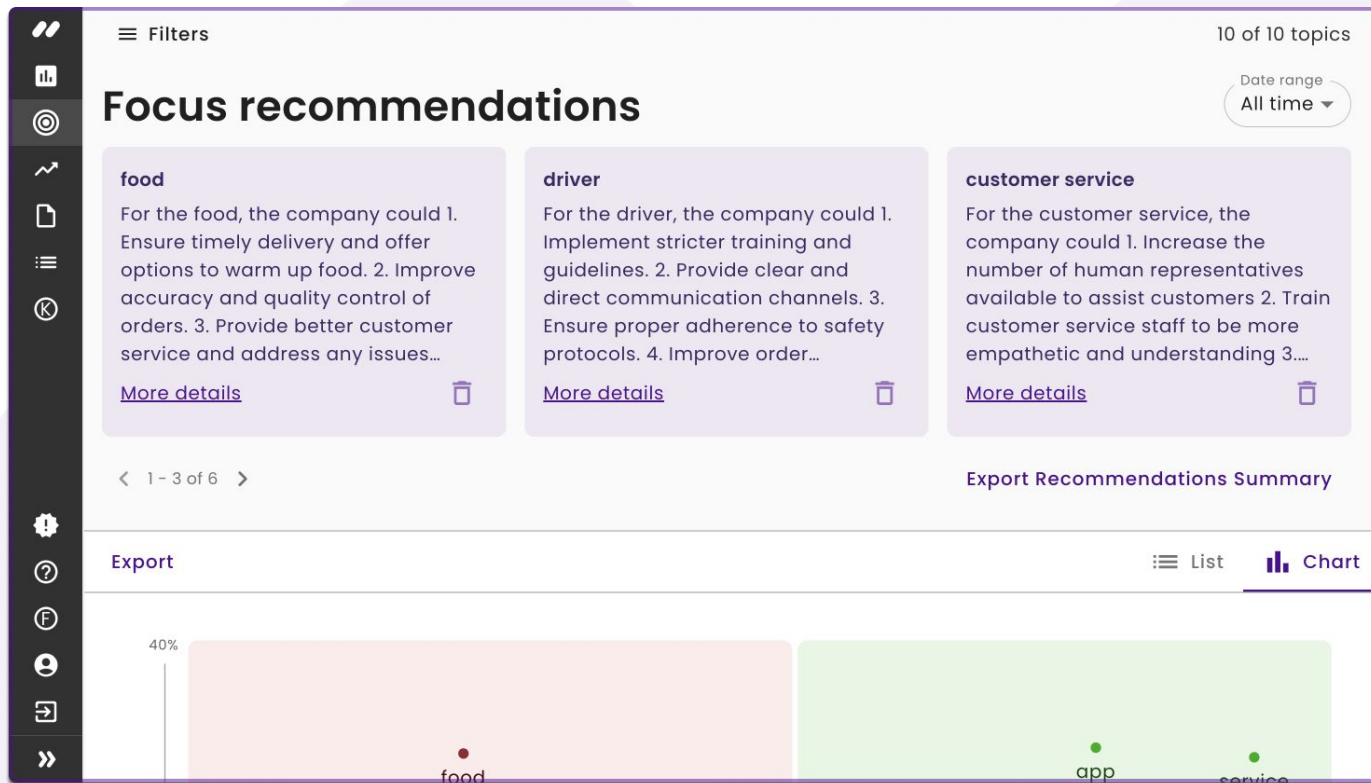
☰ Filters

0 topic selected Hide Tag

☰ List   ‖. Chart

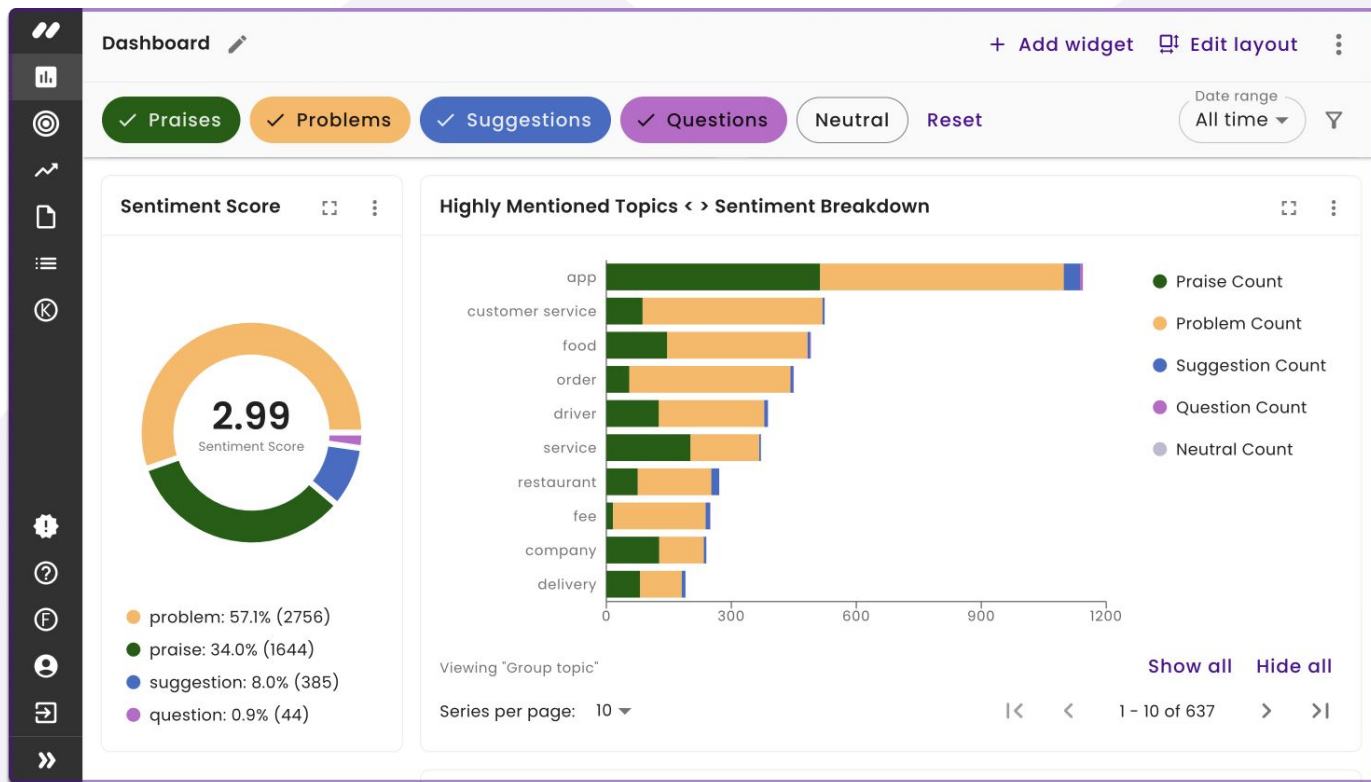|	TOPICS	IMPACT ↑	KEY OPINIONS SUMMARY	COMMENTS
☐	food	◉ ↓ 5.47%	There have been multiple issues with the food, including it being served cold, not arriving at all, experiencing delays, not being enough, and never being received. View more on the analysis page	309
	food ⊗ + Add tag			
☐	driver	◉ ↓ 3.66%	The driver's issues include making wrong decisions, not receiving any offers, facing various problems, not having enough resources, and encountering shocking situations. View more on the analysis page	236
	delivery ⊗ + Add tag			
☐	customer service	◉ ↓ 2.78%	The customer service received was shocking, the worst, and terrible, with no effort made to address or resolve the issues and blatant ignoring of the customer's concerns. View more on the analysis page	425
	+ Add tag			
☐	restaurant	◉ ↓ 2.12%	The restaurant is currently closed and not offering any services, resulting in a negative experience for customers who are dissatisfied and placing blame on the establishment for not providing better options.	160

Focus recommendations

Get recommendations on actions you can take to make the most impact on satisfaction scores

Focus recommendations

Date range
All time ▾

food

For the food, the company could 1. Ensure timely delivery and offer options to warm up food. 2. Improve accuracy and quality control of orders. 3. Provide better customer service and address any issues…

More details 🗑

driver

For the driver, the company could 1. Implement stricter training and guidelines. 2. Provide clear and direct communication channels. 3. Ensure proper adherence to safety protocols. 4. Improve order…

More details 🗑

customer service

For the customer service, the company could 1. Increase the number of human representatives available to assist customers 2. Train customer service staff to be more empathetic and understanding 3.…

More details 🗑

‹ 1 - 3 of 6 ›

Export Recommendations Summary

Export

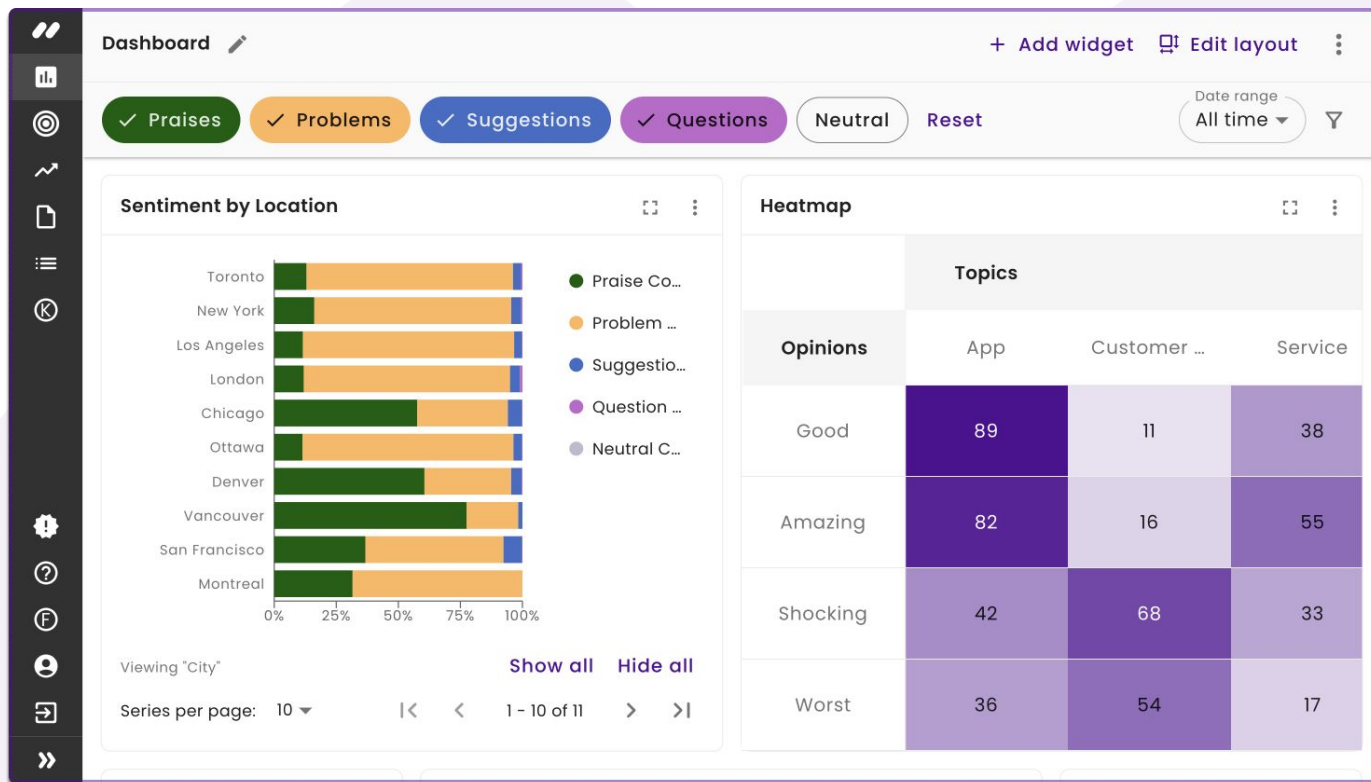≡ List   ▪ Chart

40%

food

app

service

Self-serve dashboards

Customize and create multiple dashboards with different filter criteria to easily visualize insights

Self-serve dashboards

Customize and create multiple dashboards with different filter criteria to easily visualize insights

Data enrichment ✦✦

Chat with Keatext to enrich your insights with categories based on the context of your business and reporting needs

Enriched Metadata

Add metadata field

‹ **Makeup Preferences Categories**

Delete this field

Add a value

Description
Classification schema for understanding customer preferences in the new makeup line.

🔍 Search

Values	Actions	
color_range The variety and appeal of colors available in the make...	Edit	Delete
texture The feel and consistency of the makeup products on t...	Edit	Delete
long_lasting The duration for which makeup remains fresh and inta...	Edit	Delete

YOU

The product team wants to know what customers like in our new makeup line. Create categories to cover different elements of the makeup.

🔸 KEATEXT ASSISTANT

Here is a classification schema for categorizing customer preferences in your makeup line. You can use these categories to better understand what aspects your customers like.

Save this field   Cancel

Describe how you'd like to categorize your data ✦

Why Keatext

First class AI expertise for CX

- PhDs in Machine Learning and Natural Language Understanding
- Strong experience with large projects involving AI technology to solve real world problems
- Experts with a deep understanding of CX technologies and their strengths and limitations

Plug and play platform

- Ready to use without complex setup to support feedback from different channels
- GenAI → No pretraining, no keywords needed to provide insights specific to your business
- Fastest time to insights

Advanced analytics and reporting

- Deep understanding of customer feedback, root causes of positive and negative feedback, questions customers are asking and expectations - not a simple classification
- Multilingual analysis with consolidated results across languages

Featured customers

L'ORÉAL

Public Storage

PURPLE CARROT

enel

orange™

RAINTREE VACATION CLUB

Hilton

DELL

Valet Living Doorstep

ULTA BEAUTY

BRECKENRIDGE SKI RESORT

ROYAL CARIBBEAN

Québec

Canada

Aptar

intuit

Lenovo

COOLA

Learn more about Keatext for QuestionPro

Visit website