

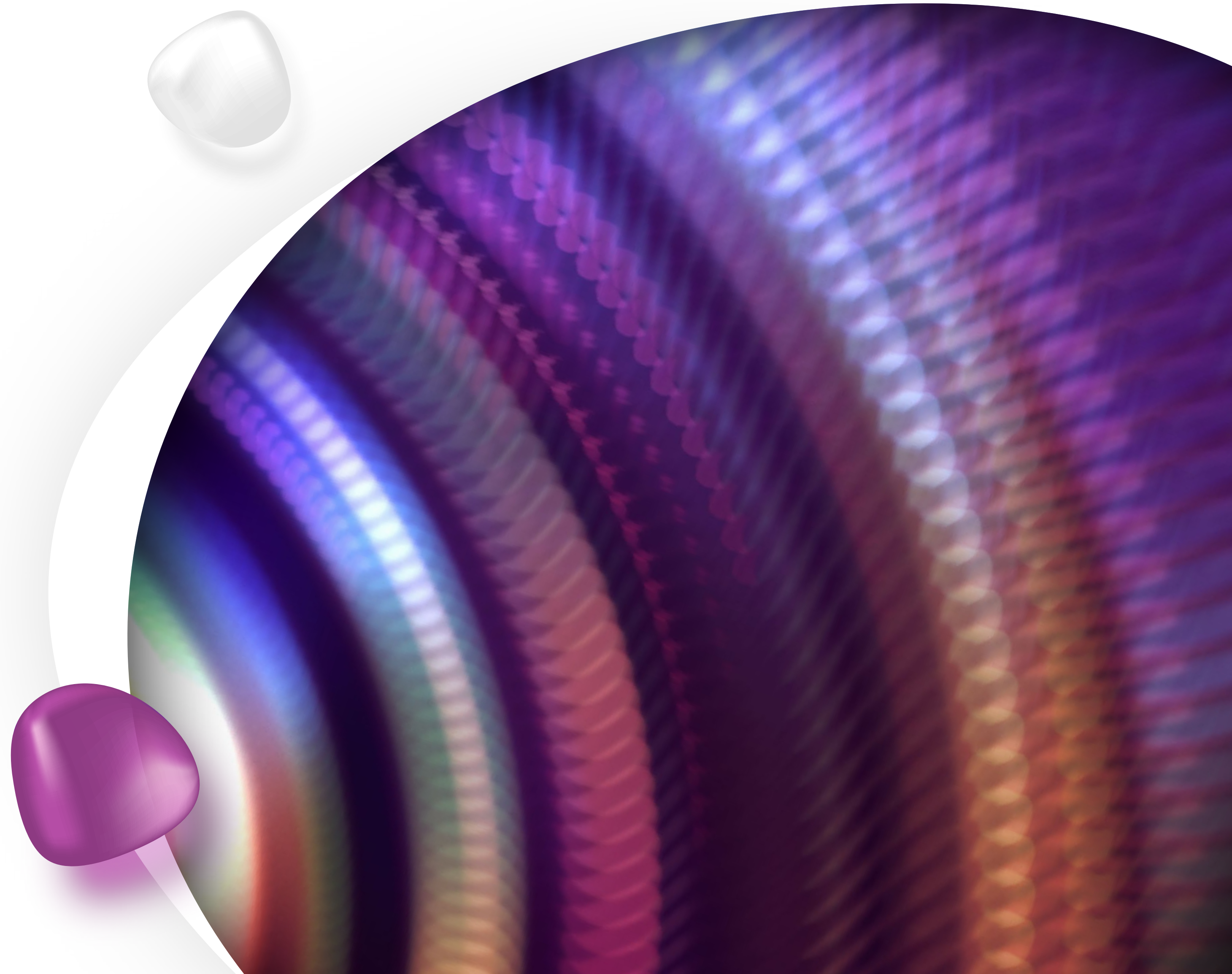


SENTIMENT ANALYSIS



Automatically identify tone and attitude of respondents

Dig deeper and understand how respondents feel about your products or services by combining traditional qualitative research with automated quantitative reporting. Explore the what and why behind open-ended responses in real-time and improve the way you organize feedback by automatically sorting responses.



Knowing your consumer is your biggest strength

Sentiment Analysis gives you the tools to truly know what respondents feel when they provide feedback in surveys. It works alongside aytm's open ended tagging feature to automate the process of sorting responses by sentiment—providing a classification model which tags responses as positive, mixed, negative, or neutral. Now you can search and filter tags by sentiment to understand how customers feel about a specific topic or product.

Let automation do the work

Sentiment Analysis is automatically applied to all open ended questions. But, if you want to change any tags this feature enables you to manually apply sentiments based on phrases. With Sentiment Analysis you can classify the tone and emotions of open ended responses using intelligent API natural language processing. Visualize sentiment with color and corresponding sentiment meaning in the platform to simplify and sort your data at scale.

In-depth consumer insights at your fingertips

Want to understand your customer's true reactions to questions without running hundreds of costly focus groups? Sentiment Analysis delivers advanced, meaningful output that can be applied directly to business decisions—saving you time and money while bringing the voice of your consumer to the table.

Categorize, analyze, and visualize your verbatim comments.

Identify brand drivers and monitor brand attitude.

Pinpoint emotional triggers for respondents.

Evaluate satisfaction among customers.

Get smarter, more accurate insights

Humans are subject to different interpretations, so it's not easy for a person (let alone an entire team) to tag hundreds of survey responses with zero errors. Our Sentiment Analysis model doesn't hesitate when tagging—it categorizes all of your data using the same criteria, so you can be confident that your tags are consistent and your insights are accurate.

Give it a try

Let us show you how, in just a few hours, your team can leverage these valuable insights to inform decisions that give your business a competitive advantage.

[SEE IT IN ACTION](#)[GET STARTED NOW](#)