CHATMETER

Pulse Sentiment Analysis

Your Customers Are Talking. Are You Listening?

Making sense of the online conversation about your brand can feel enormously challenging. You know you need to get inside the minds of your customers to bring them through your doors, but parsing all that data and information can seem insurmountable.

Meet Pulse. Pulse is Chatmeter's powerful text and sentiment analysis engine. Pulse uses artificial intelligence to read, analyze, and report on millions of customer reviews and comments about your brand. Pulse provides a visual and highly intuitive way to track trends and pinpoint what matters most to your customers.

Pulse helps brands:

- **Identify areas of operational improvement**
- **Compare how locations or groups are performing in the eyes of customers**
- **Track customer sentiment over time**
- **Monitor customer feedback on new products or initiatives**

Discover Actionable Insights with Pulse

Imagine knowing how customers feel about things like new menu items, patient wait times, new store managers, loan application processes, and more. Pulse analyzes the sentiment expressed in customer reviews by searching for relevant keywords. The goal is to help your business understand how customers feel about specific topics.

With an accuracy score of 88%, Pulse's Natural Language Processing technology highlights key phrases and words that your customers use to express their sentiments about your brand online.

"Pulse helps us see what is resonating so we can adapt to our clients' needs."

Catherine Sdao, Midway Companies
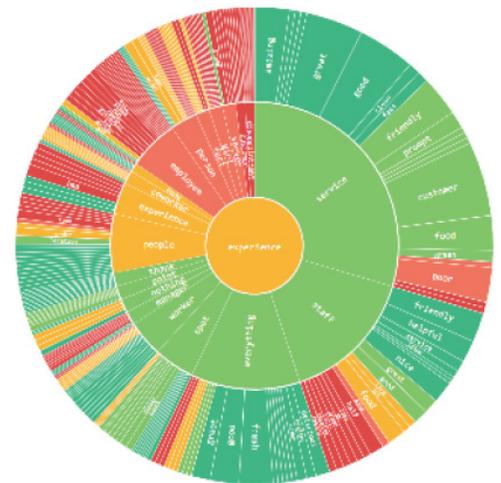
The Pulse "sunburst" is an interactive chart displaying categories, topics, attributes, and the average sentiment related to them as expressed in customer reviews. You can click on areas of the sunburst to zoom in to specific categories or topics.

Pulse instantly assigns reviews a rating of positive (green), negative (red), or neutral (orange) so your team can quickly identify the reviews needing immediate response.

Case Study

A large hospital system noticed a rising trend of negative reviews and used Pulse to pinpoint the exact time of the reviews and that the topic was "staff."

The hospital used the Store Comparison chart to identify locations with negative sentiment related to staff. At one of their locations, the hospital discovered that staff was spending too much time hanging out rather than helping patients.

The hospital implemented bedside manner training to improve the patient experience, and the negative reviews at that location trended down.
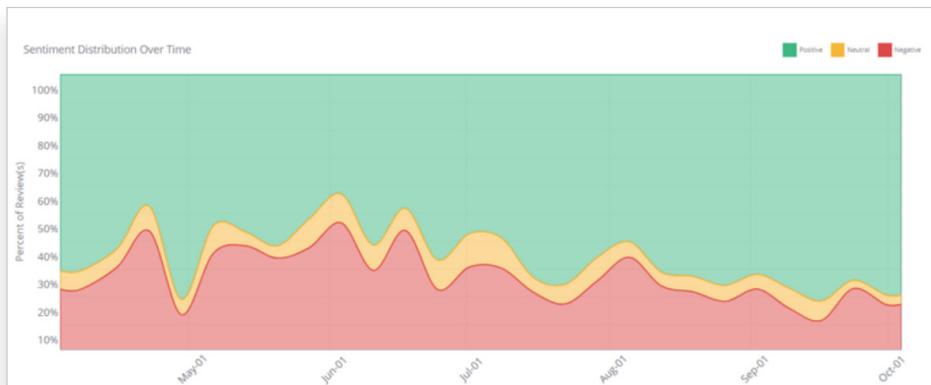
"Pulse allows me to track what customers talk about in their reviews. I found our customers are primarily talking about our overall customer service and not our product, policies, etc. That information was invaluable to discover!"

Courtney Osbourne, Fath Properties

Pulse's easy-to-master interface provides a better way to understand your customers' unique needs and create a seamless path to life-long-term loyalty.

**Discover Pulse and see what it can do for your business.
Learn more at Chatmeter.com. ▶**

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