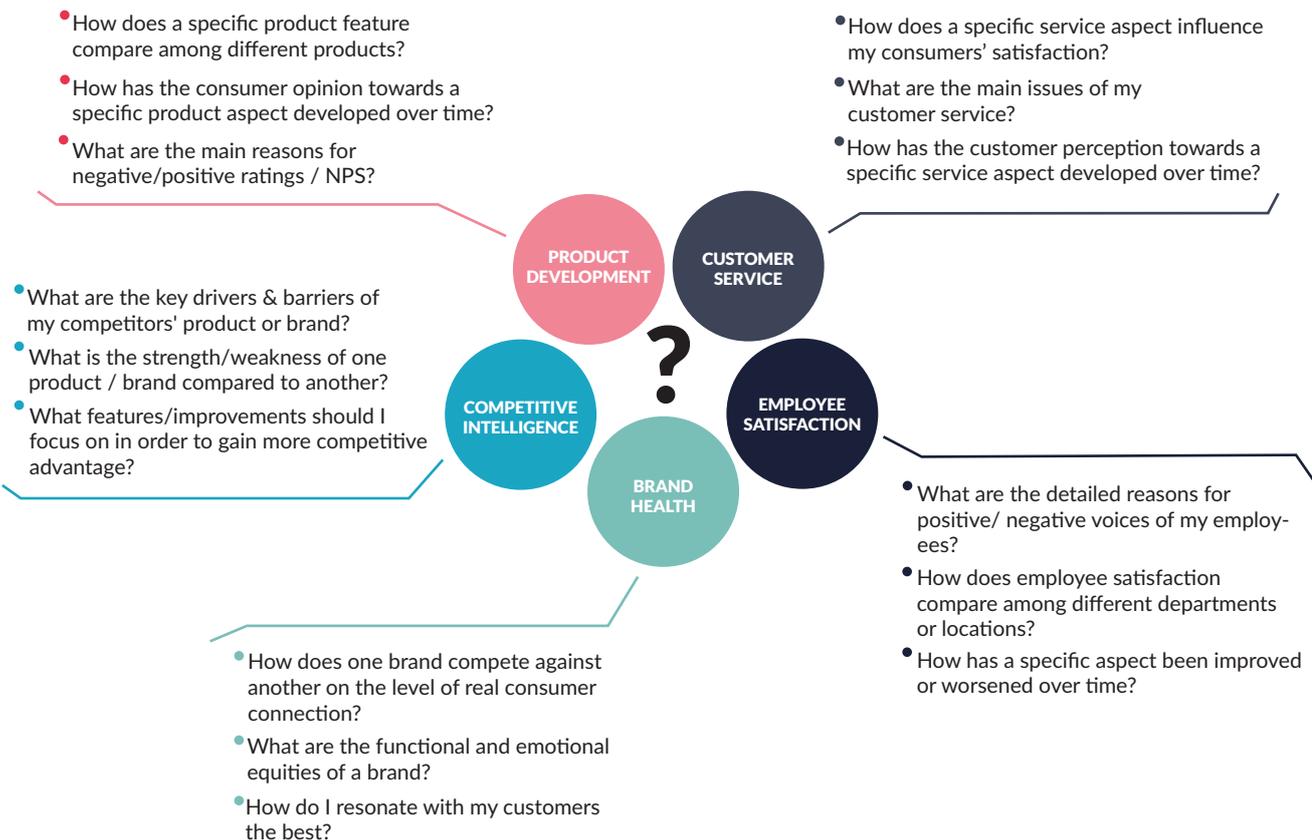# symanto
psychology ai

The AI-powered text analytics & insights platform

OUR SOLUTION

Uncover actionable and contextual insights from customer and employee opinions to answer business questions within minutes. From collection to insights – Symanto Insights Platform is one tool to manage your complete data handling and analysis process including clear dashboard visualisation.

TO ANSWER BUSINESS QUESTIONS

- How does a specific product feature compare among different products?
- How has the consumer opinion towards a specific product aspect developed over time?
- What are the main reasons for negative/positive ratings / NPS?

- How does a specific service aspect influence my consumers' satisfaction?
- What are the main issues of my customer service?
- How has the customer perception towards a specific service aspect developed over time?

- What are the key drivers & barriers of my competitors' product or brand?
- What is the strength/weakness of one product / brand compared to another?
- What features/improvements should I focus on in order to gain more competitive advantage?

PRODUCT DEVELOPMENT

CUSTOMER SERVICE

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COMPETITIVE INTELLIGENCE

EMPLOYEE SATISFACTION

BRAND HEALTH

- What are the detailed reasons for positive/ negative voices of my employees?
- How does employee satisfaction compare among different departments or locations?
- How has a specific aspect been improved or worsened over time?

- How does one brand compete against another on the level of real consumer connection?
- What are the functional and emotional equities of a brand?
- How do I resonate with my customers the best?

KEY FEATURES

Access to more than 75 sources of online consumer reviews via URL

Gather and compare competitors' intelligence based on consumer opinions

In-depth and industry-specific drivers and barriers analysis

Finetune the results with user friendly and intuitive in-line editing

Discover personality traits of individual consumers

Integrated Google Translator helps you to to analyse over 100 languages

HOW IT WORKS

1 Collect online reviews of your own or your competitors', connect to your SurveyMonkey or Typeform profile, or upload your own excel / CSV file.

2 Within minutes, our AI engine uncovers detailed and structured topics from your entire datasets, extracts sentiment and opinions towards the topics, and gleans personality traits of individuals behind the text.

3 Compared to "black box" solution, our AI engine is entirely transparent and allows you to finetune the results, for example highlighting specific product feature or service aspects, in order to answer specific business questions.

COLLECT OR UPLOAD DATA

AI-POWERED TEXT ANALYTICS

TAILOR YOUR INSIGHTS

REPORT

EXPLORE RESULTS

5 Export individual charts or the entire analysis results as excel.

4 Your personal dashboard contains interactive charts to explore and compare drivers & barriers by brands, products, ratings, time, department, or any key fields available in your data.

CUSTOMER VOICES

> Thanks to the Symanto Insights Platform, I can quickly and easily collect and analyse relevant online consumer feedback for my projects. Unlike other analytics tools, Symanto AI goes much deeper than just topics and sentiment. It reveals how consumers experience brands or products and how they really feel about it. It removes any bias in my analysis and provides an interesting context and meaningful insights that really enriches my projects and pitches.
>
> **Stephanie Holland - Brand strategist at SGS**

PRICING

Choose your perfect package:

DISCOVERY	SMALL	MEDIUM	LARGE	ENTERPRISE
Collect & analyse up to	Collect & analyse up to	Collect & analyse up to	Collect & analyse up to	Collect & analyse up to
1,000 REVIEWS	5,000 REVIEWS	10,000 REVIEWS	25,000 REVIEWS	50,000 REVIEWS

Pay-as-you-Go and pricing plans to adapt to your business needs

Starting at 0.11 € per review

CONTACT US

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