

SYMANTO INSIGHTS PLATFORM

The AI-powered text analytics & insights platform



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

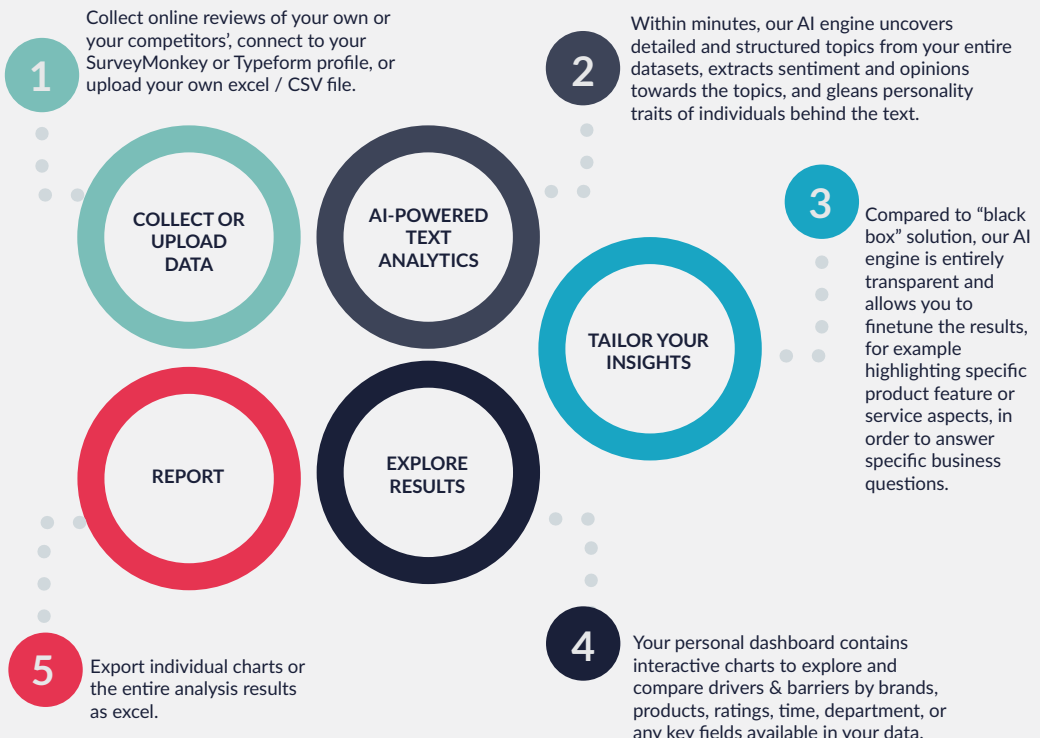
Symanto Insights Platform is an AI-powered text analytics & insights platform that

- ✓ Provides and consolidates consumer and employee feedback data from online & offline data sources.
- ✓ Instantly extracts attitudinal, contextual, and psychological insights relevant to answer real business questions.

FOR WHOM

Insights Professionals who are looking for a cost-efficient solution to generate data-driven, relevant & up-to-date insights into consumer and employee feedback from consolidated data sources.

HOW IT WORKS



KEY FEATURES



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



SurveyMonkey and **Typeform** integration to easily connect to survey responses



In-depth and industry-specific drivers and barriers analysis



Gather and compare competitors' intelligence based on consumer opinions



Interactive comparison and timeline charts to explore deeper insights



Discover personality traits of individual consumers



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



Analyse English, German and Spanish data in native form



Integrated Google Translator helps you to analyse over 100 languages

WHAT DIFFERENTIATES US?



COMPARED TO GENERIC TEXT ANALYTICS SOLUTIONS

Symanto Platform is tailored to surface key topics including crucial root causes that are most relevant for specific industries, from retail and hospitality to automotive, employee satisfaction and many more.



COMPARED TO SOCIAL LISTENING SOLUTIONS

Symanto Platform offers more robust text analytics capability for insights professionals to find deeper, richer and actionable insights.

ANSWER BUSINESS QUESTIONS FOR:



PRODUCT DEVELOPMENT

- How is the experience with my product or brand described by the customers?
- In what context do my customers talk about a product feature or their experience?
- What are the main reasons for negative/positive ratings / NPS?
- How does a specific product feature compare among different products?
- How has the consumer opinion towards a specific product aspect developed over time?
- When I worked on an issue or an improvement, has it made a difference?



CUSTOMER SERVICE

- 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?



COMPETITIVE INTELLIGENCE

- 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?



BRAND HEALTH

- How does one brand compete against another on the level of real consumer connection?
- What are the functional and emotional equities of a brand?



EMPLOYEE SATISFACTION

- Do I have a healthy employer branding?
- What are the main satisfactions/dissatisfactions of my employees?
- 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?

CUSTOMER VOICES



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"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 - Partner & Strategist, The Mamma Code

PRICING

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

Give it a FREE TRY

Start using Symanto Insights Platform with a little welcome gift: collect and analyse 500 reviews for free

Choose your perfect package:

Starter

Collect and analyse up to

1,000 reviews

Small

Collect and analyse up to

5,000 reviews

Medium

Collect and analyse up to

10,000 reviews

Large

Collect and analyse up to

25,000 reviews

Enterprise

Collect and analyse up to

50,000 reviews

Starting at 0.11 € per review

Need an ongoing solution? Subscribe to a plan and get further 30% discount!



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