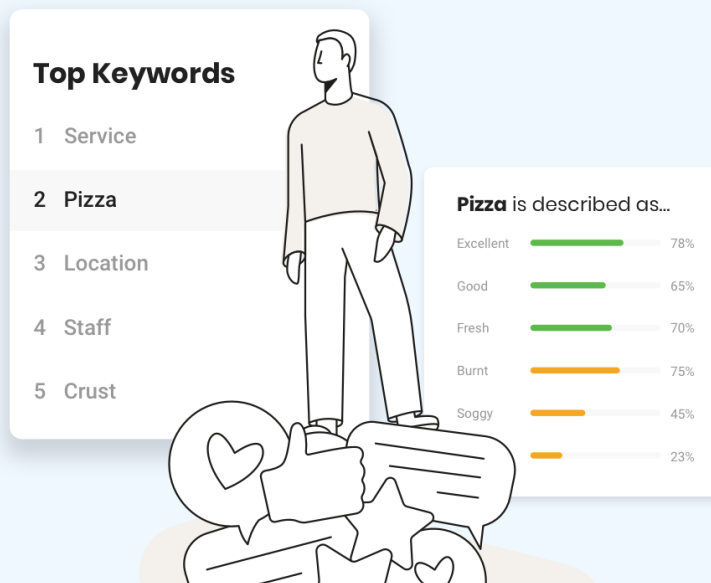




# Insights

## Turn customer feedback into business insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.



**“Birdeye has really helped us tighten the feedback loop between what patients are saying about us and our ability to respond. Factor in an intuitive dashboard and you have a patient experience/reputation management service that’s an integral part of our day-to-day operations.”**

**Kyle Hollinger, Vibra Healthcare**



Want to know more? Call us at **(248) 270-5372**

## From customer feedback to actionable insights

Birdeye's NLP engine, Athena, humanizes big data so you can understand the sentiments expressed in feedback and improve operations at the location and corporate level.



## Make data-driven improvements

View sentiment trends by topic, zoom in on specific keywords and adjectives, and put it all in context with verbatim snippets from review text.

### **Burnt pizza**

The pizza is bland, the crust was burnt, and it tasted like air. I'm highly perplexed as to why it got such great reviews... [more](#)

The tostada thin crust pizza was burnt (mostly on the bottom and a little bit on the side) to the point that it was bitter ... [more](#)

## Discover emerging positive and negative sentiment trends

Monitor sentiment levels from customer feedback to understand your strengths and weaknesses and discover trending topics in your market as a whole.



### Pizza is described as...

Good	<input type="checkbox"/>	Burnt	<input type="checkbox"/>
Excellent	<input type="checkbox"/>	Bad	<input type="checkbox"/>
Fresh	<input type="checkbox"/>	Soggy	<input type="checkbox"/>
Delicious	<input type="checkbox"/>	Gross	<input type="checkbox"/>

"This place has the most **excellent** pizza you can find!" [See 1,290 more](#)

"I can't believe my **pizza was soggy**. So gross!" [See 341 more](#)

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