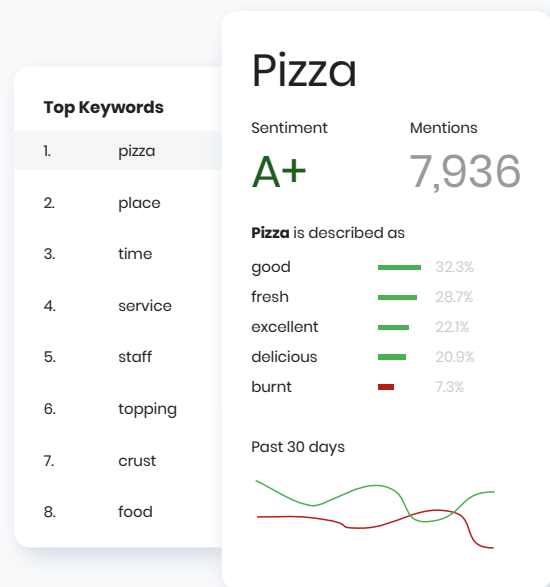**Birdeye**

Insights: Turning your customer feedback into actionable business insights
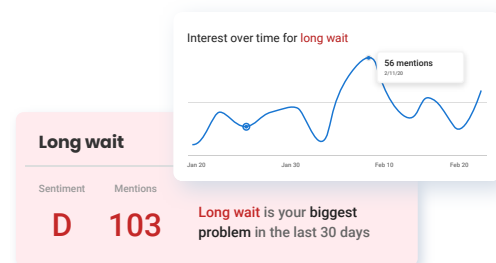
The key to a successful multi-location business centers around your customer-first mentality. Listen to your customers, as their explicit and implicit feedback can point out strengths and weaknesses that you'll want to pay attention to. Learn how to use **Insights** to analyze customer sentiment and behaviors to positively impact the future of your business.

Top Keywords

1.	pizza
2.	place
3.	time
4.	service
5.	staff
6.	topping
7.	crust
8.	food

Pizza

Sentiment	Mentions
A+	7,936

Pizza is described as

good	▬▬▬	32.3%
fresh	▬▬▬	28.7%
excellent	▬▬	22.1%
delicious	▬▬	20.9%
burnt	▬	7.3%

Past 30 days

1

Actionable data:

Insights provides you with a deep understanding of your customer feedback, yet it's the actions you take that will truly impact your business's future. Analyze the data provided and execute meaningful improvements based on the sentiments expressed. All feedback is good feedback, as it allows you to enhance a customer's experience and make improvements.

Interest over time for long wait

56 mentions
2/11/20

Jan 20   Jan 30   Feb 10   Feb 20

Long wait

Sentiment	Mentions
D	103

Long wait is your **biggest problem in the last 30 days**
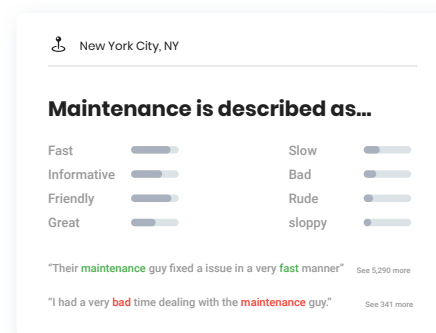

2

Bird's eye view:

Whether you have several or dozens of locations, customize your table view when evaluating the business's performance. Select categories and order them by priority to help provide an overall evaluation.

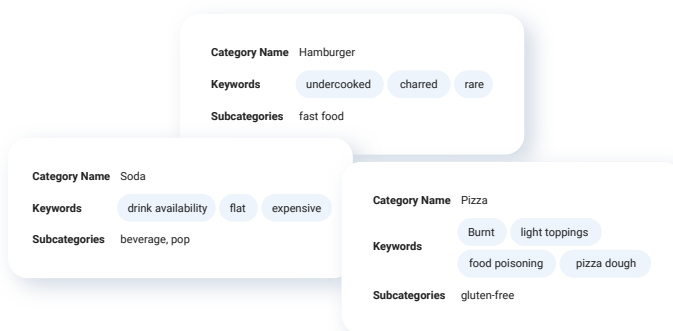| Locations	Overall	Front desk	Wait time	Service
New York City, NY	A+	A	A+	B
Philadelphia, PA	A+	A+	A	A
San Francisco, CA	A	A	A	A-
Palo Alto, CA	A-	A-	A	B+
Las Vegas, NV	B+	B	A	B+

3

Dig deeper:

Customize insights to your business's unique attributes, and dive deeper into recurring services and trends. Customize categories, keywords and adjectives to measure various areas of the business. Take it a step further and group relevant keywords into custom categories, then add sub-categories. Click "settings" and then "insights" to begin customizing.

New York City, NY

Maintenance is described as...

Fast	▬▬	Slow	▬
Informative	▬	Bad	▬
Friendly	▬	Rude	▬
Great	▬▬	sloppy	▬

"Their **maintenance** guy fixed a issue in a very **fast** manner"   See 5,290 more

"I had a very **bad** time dealing with the **maintenance** guy."   See 341 more

4

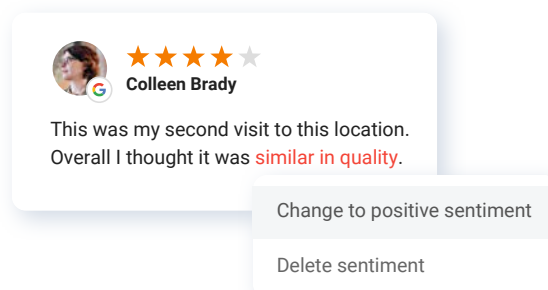### More categories, fewer keywords:

An overwhelming amount of data can be stressful and unproductive. Create more categories with fewer keywords to help focus on the data and organize your findings. Organize distinctive keywords that best anchor the category to help with insight consolidation.

Category Name	Hamburger
Keywords	undercooked charred rare
Subcategories	fast food

Category Name	Soda
Keywords	drink availability flat expensive
Subcategories	beverage, pop

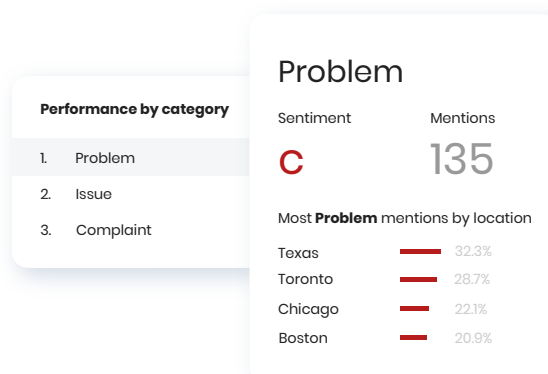| Category Name | Pizza |
| Keywords | Burnt light toppings food poisoning pizza dough |
| Subcategories | gluten-free |

5

Refine and enhance:

Not every "negative" or "positive" connotation is always what it seems. Click on the editing tool next to a fixed snippet to begin collaborating with Athena, Birdeye's AI engine. Modify topics and keywords to focus on positive or negative, or add new topics and keywords of value to track.

★★★★☆
Colleen Brady

This was my second visit to this location. Overall I thought it was similar in quality.

Change to positive sentiment

Delete sentiment

6

Contradicting Connotations:

Create separate categories for words that can contradict a sentiment, such as problem, issue or complaint. Use those categories to help identify if other trends surround those kinds of words instead of focusing on the sentiment score. If you choose to focus on the sentiment score, use the category to navigate and manually edit the sentiment that best fits the connotation.

Performance by category

1. Problem
2. Issue
3. Complaint

Problem

Sentiment	Mentions
C	135

Most **Problem** mentions by location

Texas		32.3%
Toronto		28.7%
Chicago		22.1%
Boston		20.9%

7

Improve accuracy:

There's more than one way to say the same phrase. Merge related topics into clusters or manually un-merge topics to improve accuracy. To merge or un-merge, hover over the three dots located on the right side of the topic and click your desired action.

Merge topics
Great service 🔗

Amazing service ✕   Fantastic service ✕
Great service ✕
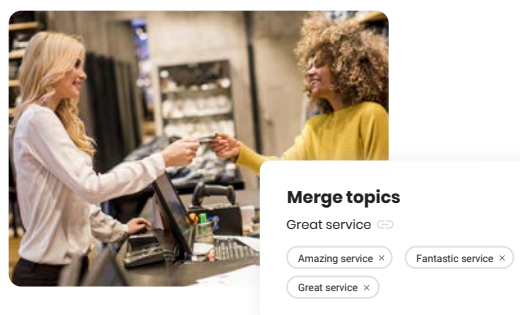
Birdeye

Birdeye is an all-in-one Experience Marketing platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Call us at **1-800-561-3357**, **schedule a demo** or visit **www.birdeye.com** for more information.