SENTIMARQ

Gauge Your Customer Sentiments

Data is Everywhere

And its analysis is important

Why SentimarQ?

An introduction….

Most businesses focus on bringing customer satisfaction, with deeper penetration of internet and rise of social media, customers have the power to post their views and opinions about different products and services and share their feelings with the world on social media. There are many other channels linked with the organizations like Customer Relationship Management Software, Webchat, Email, Feedback surveys etc. which generate lot of text posted by the customer; however, companies find it difficult to analyze this unstructured data which actually contains sentiments of the customers and can help the companies to customize their products and services basis customers' requirements and pain-points.
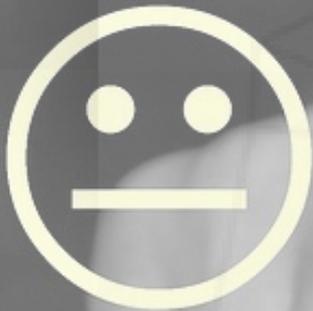
Do you want to improve your customer satisfaction?

Do you want to understand what your customer wants?

Do you want to understand your customer sentiments?

Do you need to know what are your customers' pain-points?

If answer to all these questions is "Yes", then explore "SentimarQ"!

Our sentiment analysis solution-SentimarQ helps you understand customers' sentiments and their pain-points and offers an opportunity to the organizations for improving and building a brand image of the businesses. This helps in increasing customer satisfaction level and bring customer delight.

What SentimarQ offers?

- **Sentiment identification-** SentimarQ identifies the customer emotion and expresses it into value-add knowledge for business.
- **Sentiment Score**- SentimarQ converts sentiment identification into a measurable score on an apt scale which not just covers positive, neutral and negative ratings but a wider range from -10 to +10.
- **Pain points-** SentimarQ identifies Pain points or issues faced by the customers which need to be resolved or improved.
- **Word cloud view-** SentimarQ shows word cloud view for better understanding of customers' positive and negative sentiments.

Features

- Text Analytics based solution customized as per your industry
- High Accuracy Levels
- Apt Scale from -10 to +10 instead of just positive, neutral and negative
- Consideration for magnitude of word/phrase for e.g., "excellent" will be given more score than "good" if occurs in a sentence
- Pain-point identification basis categories and sub-categories
- Insights and analytics which helps you make decisions

In the end... its importance today

Sentiment analysis is not a once and done effort. By reviewing your customer's feedback on your business regularly you can be more proactive regarding the changing dynamics in the market place. With QDegrees expertise in customer service consulting and quality assurance, SentimarQ powered with our consulting service proves to be a boon for the businesses focusing on customer experience.

Connect with us

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