



Buyer's Guide

Questions to ask your Feedback Analytics vendor



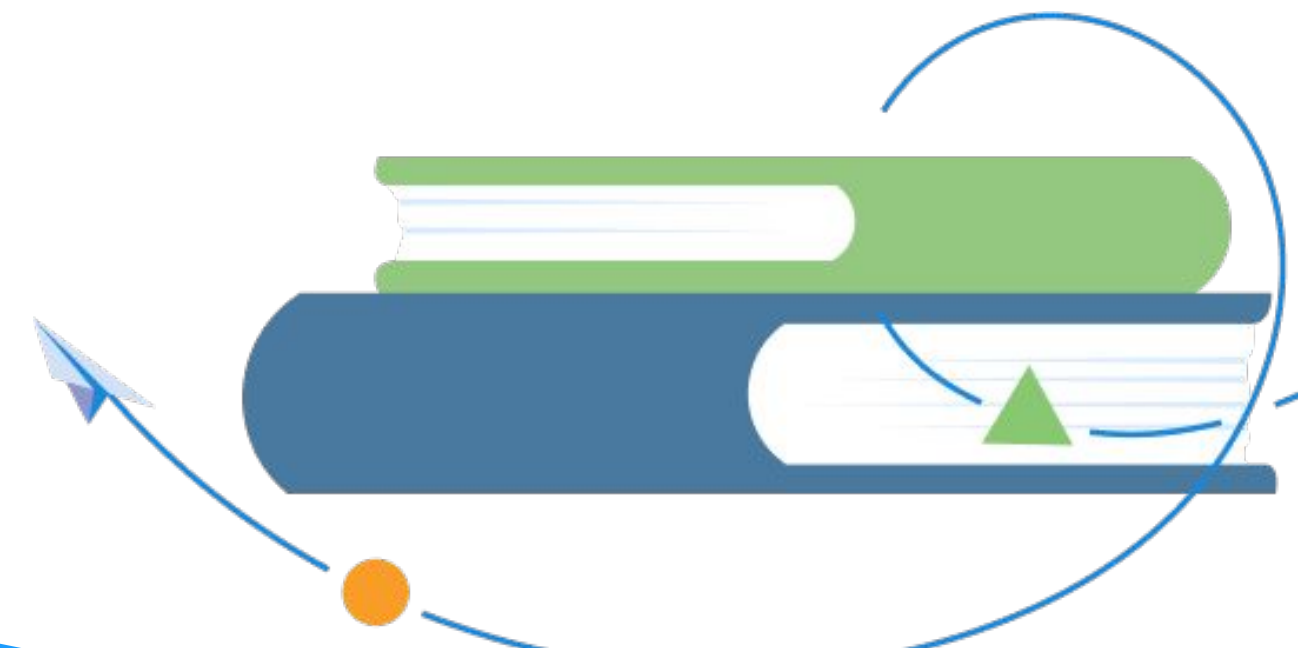
Feedback is a barometer for spend, adoption and loyalty. Unfortunately, it is rarely analyzed effectively.

Customers are telling businesses what they like and what they don't like through a multitude of channels: contact centers, support tickets, review sites, surveys, & social media.

This feedback is a goldmine of insights into what drives key business metrics such as spend, adoption, churn and loyalty.

Customer Feedback Management solutions have been notoriously bad at feedback analysis. They report numbers on dashboards, but only give rudimentary tools to understand what drives them.

As a result, decisions are made based on partial, sometimes incorrect, information and anecdotes.



In this guide: How you can ensure your Feedback Analytics delivers the insights you need to drive your business

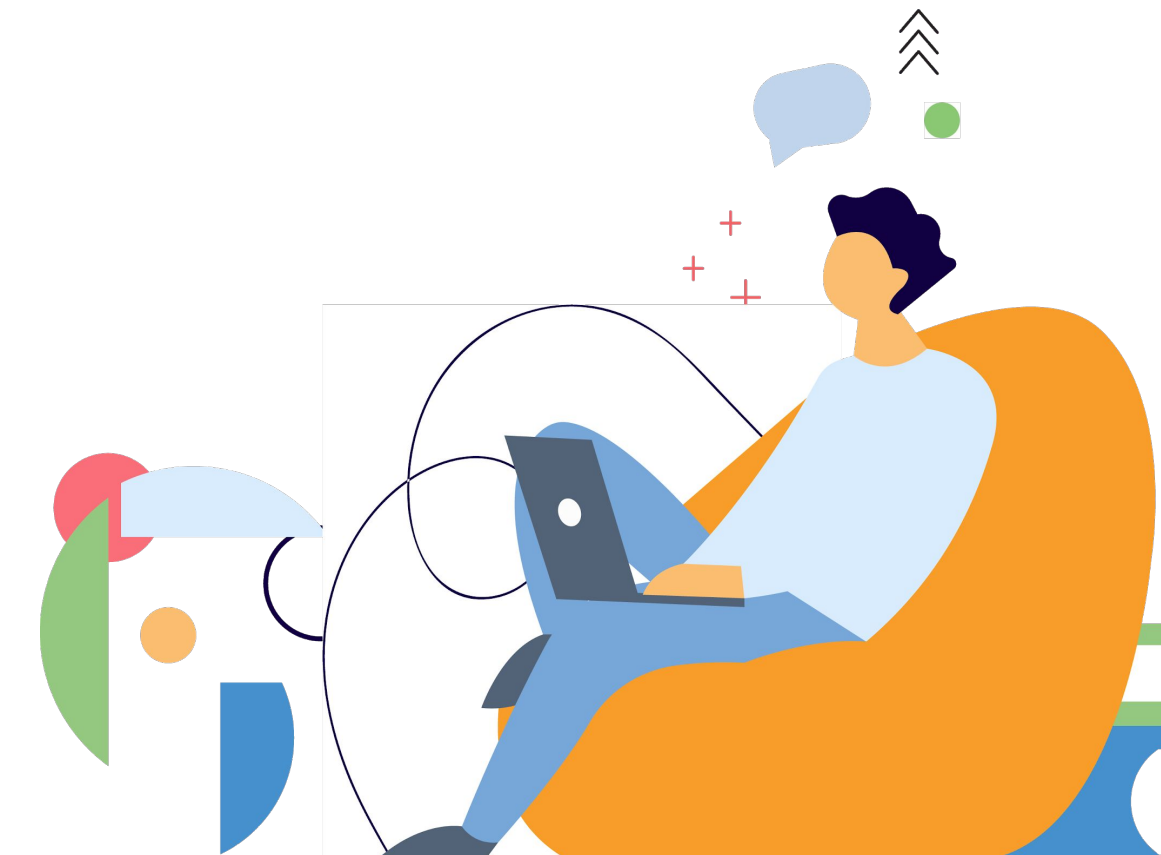
So, how can you stop poor decision making from happening?

How can you help your team have the right data at the right time, in the right format?

Since you don't evaluate Feedback Analytics solution every day, you might find it hard to separate marketing fluff from truth.

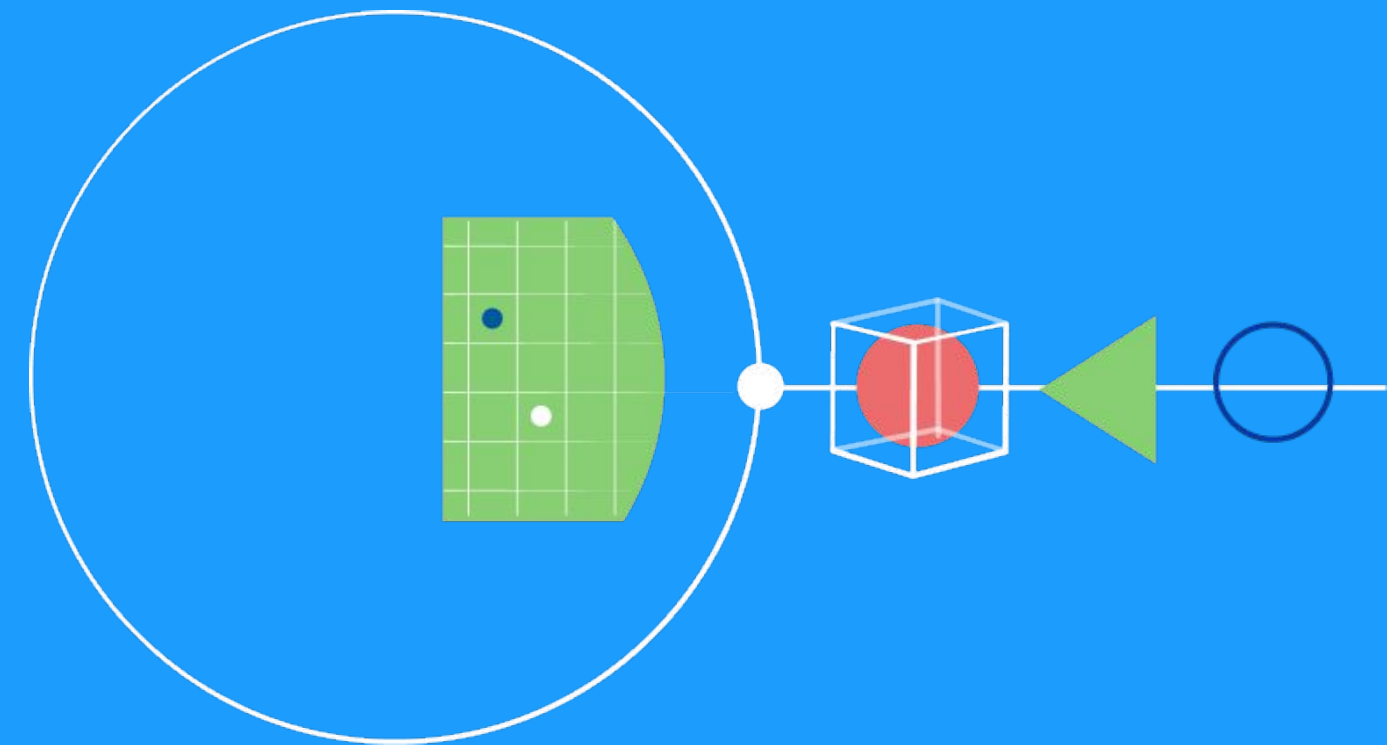
To help, we've put together this guide with questions you can ask when evaluating Feedback Analytics vendors.

Whether you are going for an all-in-one or a best-in-class solution, the questions will help you understand what the vendors can and cannot offer, and why this matters to you.





◆ I. Comprehensive feedback collection
for the full picture

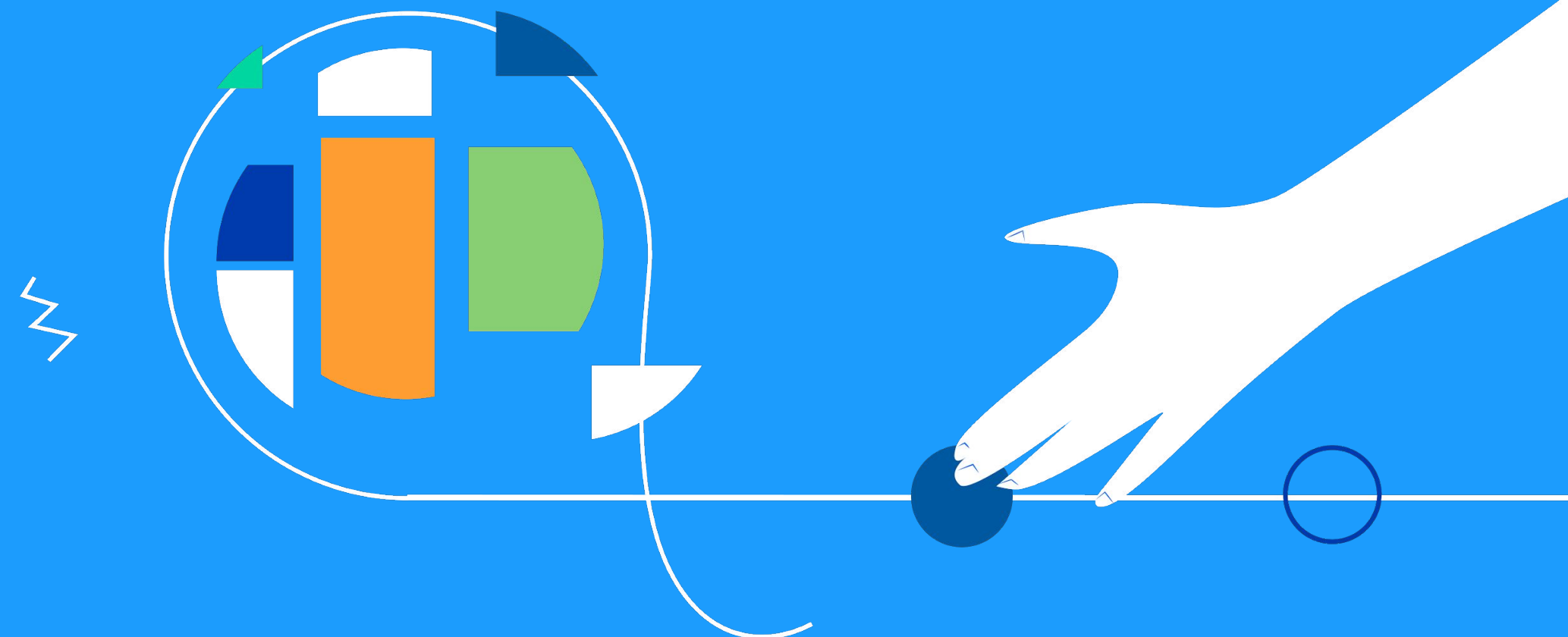


Collection question	Ideal answer	Why it matters
What sources of feedback do you support?	All sources of feedback, both internal (surveys, contact center, support tickets, complaints, CRM notes) and external (review sites, forums, social media).	By focusing on one source of feedback, e.g. surveys, you are limiting yourself to those customers who are more likely to use that source. You lose the full picture of your customer's experience.
Are you able to differentiate between feedback vs. non-feedback?	Yes. We use custom cleaning tools that filter out non-feedback such as greetings, irrelevant chatter, and mentions that aren't feedback.	Depending on the source, feedback may be mixed up with non-feedback. E.g. support conversations list not only problems, but also greetings, discussions and solutions. DIY solutions will expect you to provide clean data, which isn't trivial.
Do you have an API to push feedback into your solution?	Yes. Through an API, you can set up workflows to push feedback in batches or one piece of feedback at a time.	Often feedback is collected using an in-house solution, needs to be redacted in-house, or needs to be ingested from a central data warehouse.
Can you reconcile customer records with their feedback via customer IDs?	Yes. Setting up custom workflows that combine different data sources into a single view requires this.	Not all feedback is equal, and therefore, it's important to link feedback to customer data such as their spend, persona, what they bought, and how long they've been customers.
Can you easily append new feedback to existing datasets and handle deduplication?	Yes. Workflows automate appending and deduplicating data based on custom rules that are set up for each customer.	Duplicates introduce errors by counting the same piece of feedback multiple times.

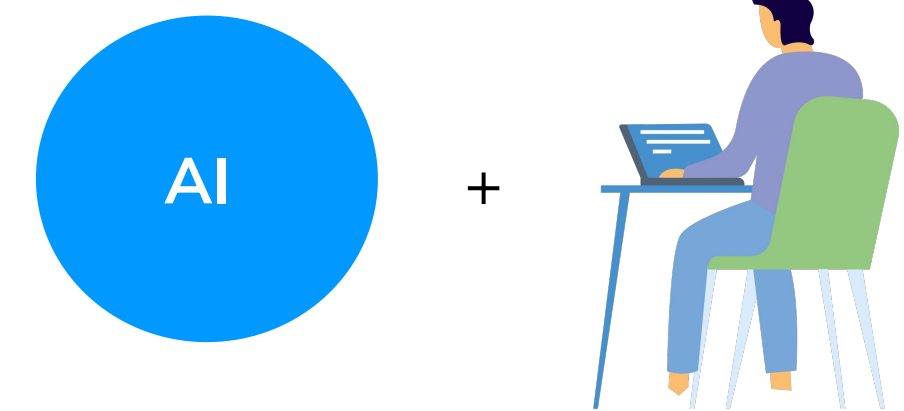




II. Must-haves in Text Analytics capabilities for meaningful results

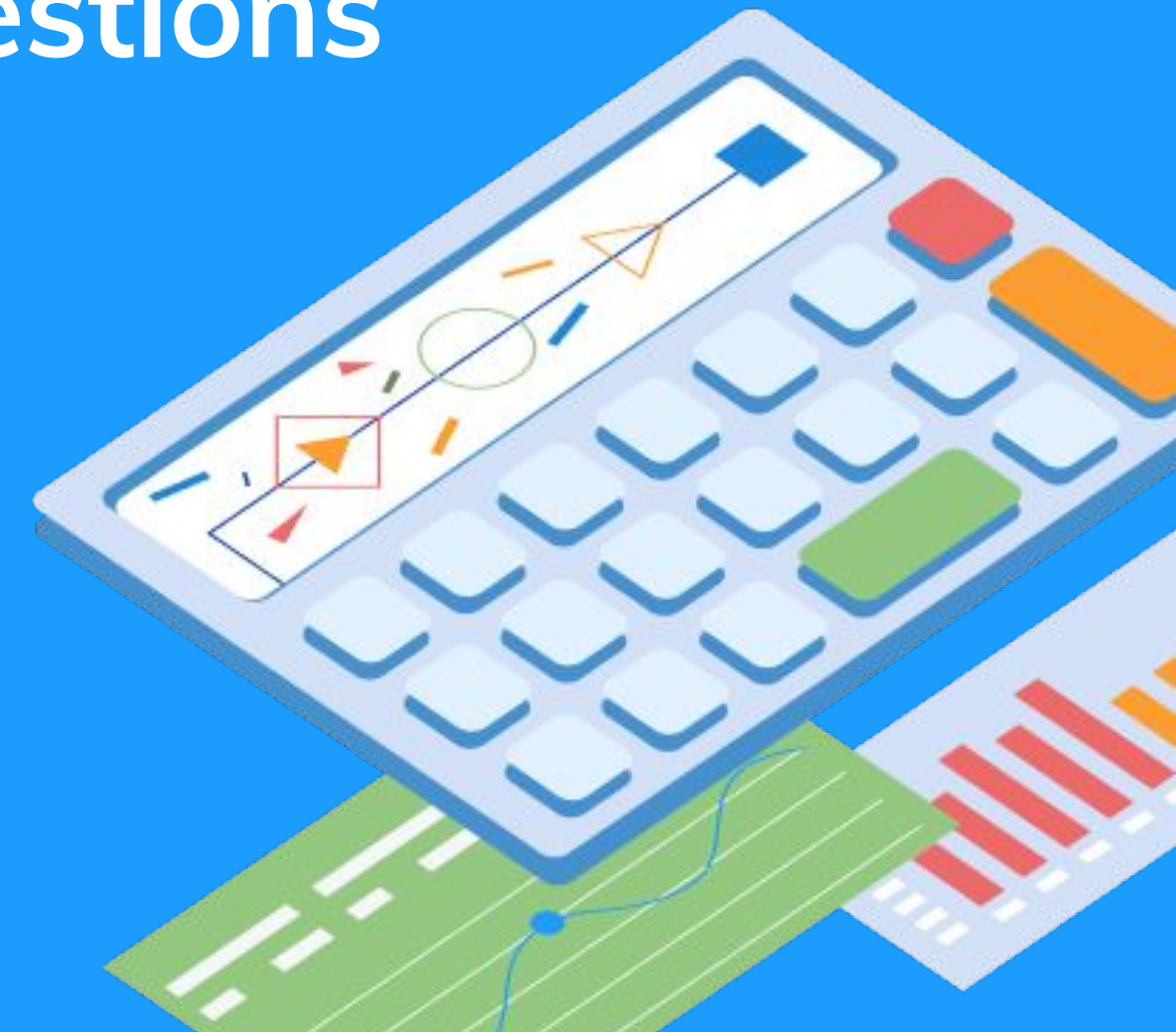


Text analytics question	Ideal answer	Why it matters
How do you know which themes are relevant to my business?	A solution that creates a taxonomy of themes tailored to your business. Emerging themes are continuously added..	Lists of themes are unmanageable, so you'll need a taxonomy. Themes must not be industry-wide, but specific to your customers' issues. Especially true for tech companies or in cases of digital transformation.
Can I edit the taxonomy or the themes?	Yes. We'll work with you to bring your domain expertise into theming. You'll be able to continuously reorganize the taxonomy.	Nobody knows your business as well as you do. What matters changes over time. The analysis should be flexible and adaptable.
Do you put each piece of feedback into a bucket based on its meaning?	No. Every piece of feedback, and even sentences, can have multiple themes, so multiple buckets are needed.	Customers often mention several issues at once, and could even highlight positives and negatives in one sentence.
How can you help me zero in on feedback that I can act on?	We score each theme discovered in a comment based on its meaningfulness and filter feedback by this score.	Not all feedback is actionable. You'll need to easily ignore "Great product" to zero in on feedback like "I can't easily access my data".
How do you handle sentiment analysis ?	We have custom models trained on feedback similar to yours. We can detect sentiment on clause level.	Sentiment within the same sentence can differ. For example, "I think your latest update made things easier for users, but it broke the chat feature."
How do you account for misspellings, idioms, typos, & custom terminology?	We use language models created in an unsupervised way, trained on your own or industry-specific feedback.	Rule-based approaches or dictionaries cannot capture language variations well. Language models learn word similarities from their usage.
Can the analysis be tied back to customer data?	Yes. We can tie all themes back to the relevant customer records.	This will allow you to zero in on the needs of different customer segments.





III. Visual reporting that answers key business questions



Visualizations question	Ideal answer	Why it matters
How can I easily slice & dice the data?	You can slice the data by selecting one or more filter values or combine multiple filters.	To answer complex queries such as “What do customers who have been with us for less than 3 months and who have purchased both product A and product B say about the integration we recently implemented?”
Is it possible to filter by a specific time period?	Yes. There is flexible date selection.	To answer questions like “What did customers say during a promotion we ran last weekend?”
Is it possible to compare two customer segments?	Yes, we have a visual way of seeing both volume and feedback for two segments side-by-side.	Comparing segments has many use cases. For example, if you need to understand why one customer segment performs worse than another.
Is it possible to see how a theme changes over time?	Yes, you can easily track changes in theme volume over time, as well as changes in score or impact of that theme on an overall metric.	To understand whether a particular action made a difference to customers, which is necessary for ROI reporting .
Is it possible to identify which themes are impacting the score? E.g. through a driver analysis.	Yes. One of the analysis views allows to compare the impact of different themes on the overall metric.	This will help you understand what’s driving your score up and what drives it down and by how much. For example, do customers care more about faster or cheaper delivery?
Is it possible to quickly understand changes in metrics over time?	Yes. One of the analysis views shows why any metric of your choice increased or dropped.	To easily explain changes in score over time.
Is it possible to easily link feedback to financial metrics?	Yes, you can filter by financial metrics or use these in the same way as you would satisfaction scores.	Customer feedback should be able to explain changes in financial metrics such as spend and churn.





IV. Ease of storytelling
and sharing insights with others



Sharing insights question	Ideal answer	Why it matters
Is it possible to export analyzed data?	Yes, you can export data through the download function, or pull it from the API.	This will make it possible to combine analysis with internal company data.
Can you create dashboards that report not just on metrics but also on what's driving them?	Yes, we have impact widgets and overall themes widgets.	This will make it easy for others in the company to understand the key themes in feedback.
Is it possible to create a Powerpoint report?	Yes. You will be able to export data in this format and then edit it.	If Powerpoint is a common way of reporting in your company, you should be able to easily report in this format.
Is it possible to customize the widgets on dashboards?	Yes, a wide selection of widgets are available, such as score, comparison, themes on the rise, impact.	One size doesn't fit all, and different teams might want to track different information. Being able to customize to your business' is important.
Is it possible to receive regular updates of analysis via email?	Yes. You can sign up different people to the relevant reporting info.	Consuming information via email is more convenient than having to log in. And regularity helps ensure adoption.
Is it possible to aggregate feedback into a single picture explaining how the company is doing overall?	Yes. We can aggregate not just different scores into a single metric, but also different kinds of datasets: live chat, complaints vs. online reviews.	Having multiple different dashboards make it difficult to focus the company on what matters.
Is it possible to add different user roles and set their permissions?	Yes, we make it possible to set permissions in a granular way.	Due to data privacy, it's critical that every person in the business only has access to the data they need to do their job.



Let them show and not tell!



Alyona Medelyan, PhD
CEO of Thematic

Depending on whether your company is a small business or a large enterprise, your requirements will differ.

These questions should show you what a data-driven feedback strategy should look like and why it matters.

If you are interested in seeing what a solution might look like, you can [book a custom personalized demo](#) of Thematic.

You can also send us an email at sales@getthematic.com





Award-winning AI turns your survey, reviews, live chat and complaints into real insights. In minutes.

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