



Arkieva Customer Sentiment Analysis

Real-Time Social Listening. Proactive Demand Response.

Monitor Your Customer Social Interaction in Real-time

Make Adjustments to Your Demand and Supply Plans to Match Changes



Sense demand in real-time

Create a better process for tracking demand signals and sensing demand by using customer interactions shared via social media.



Identify positive and negative demand signals

The Arkieva Sentiment Analysis tool assigns a sentiment score to each social media post, allowing you to easily analyze and identify positive or negative drivers of demand.



Give weight to social interactions

A post by a celebrity with a million followers might mean more to your sales. Easily identify accounts and posts with the highest social media followers and shares to get ahead of possible demand implications.



Join customer conversations — as they happen

Track keywords or hashtags that your customers are using and join conversations to better shape demand.

How Does the Customer Sentiment Analysis Work?



Track Keywords

Insert your keywords or hashtags that you'd like to monitor or track.



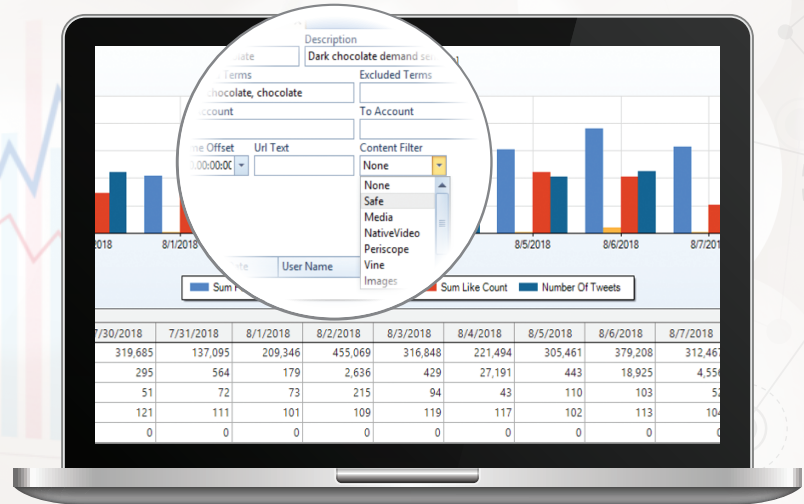
Analyze Results

Populate results for your chosen keywords or hashtags.



Get a Sentiment Score

Get a sentiment score for posts to show positivity or negativity.



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