



Performance Profiling

Let our AI tech do the hard work for you. Performance Profiling automatically analyses your reviews, identifies sentiment, and gives you an at-a-glance view of the key issues affecting your customers

Key benefits

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- ✓ **Get inside the minds of your customers**
Use the latest AI technology to automatically analyse the content of your customer feedback and paint a detailed picture of the things that matter most to them.
- ✓ **Make smarter business decisions**
Tap into the real opinions of your customers to gain valuable insight into company performance and better inform those game-changing business decisions.
- ✓ **Save your business hours with instant insights**
Get immediate visibility on issues that are impacting your Feefo rating and prioritise changes to improve your overall customer experience before it's too late.



Real people. Real reviews. **Real insight.**



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What do I get?

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Performance Profiling gives you all the tools you need to unlock key data and insight from your customer feedback.

→ Sentiment Score

A new way to accurately measure customer opinion. Your Sentiment Score reflects the positive and negative emotion contained within your review content and ranks your performance on a scale from 100 (very positive) to -100 (very negative).

→ Performance Graph

Get to the heart of what your customers are saying about your business. We've grouped feedback topics into one of four quadrants - advertise, focus, monitor and potential - making it easier than ever to identify issues within your business and take action.

→ Automatic sentiment trend analysis

See how your Sentiment Score changes over time as you collect more feedback with the handy sentiment trend chart.

→ Understand key topics

Take back control over your feedback. Generate specific reports that cut through the noise and zero in on the topics that matter most to your customers.

→ Review snippets

Discover common keywords and themes used in reviews to help improve product page performance and create more engaging PPC ads.

→ Don't just take our word for it

"We wanted the ability to show we listen to our customers and Performance Profiling has given us the perfect opportunity to connect and demonstrate our fantastic customer service.

Performance Profiling helped us to see what we could do to improve our delivery processes and opened up some really interesting conversations between us and Our Customers. The conversations were fed back to the relevant decision makers, who were able to take action and improve the customer experience."

Rachel Lewis, Customer Response Coordinator, Iceland

To find out more, contact a consultant

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