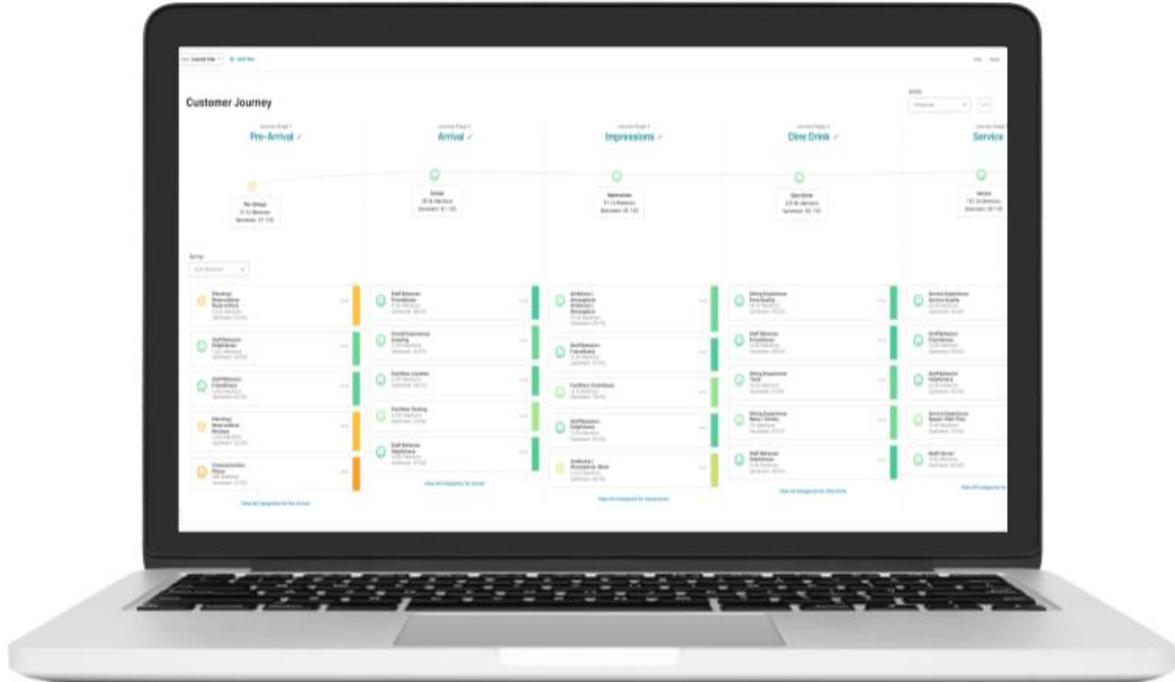


Customer Journey Insights

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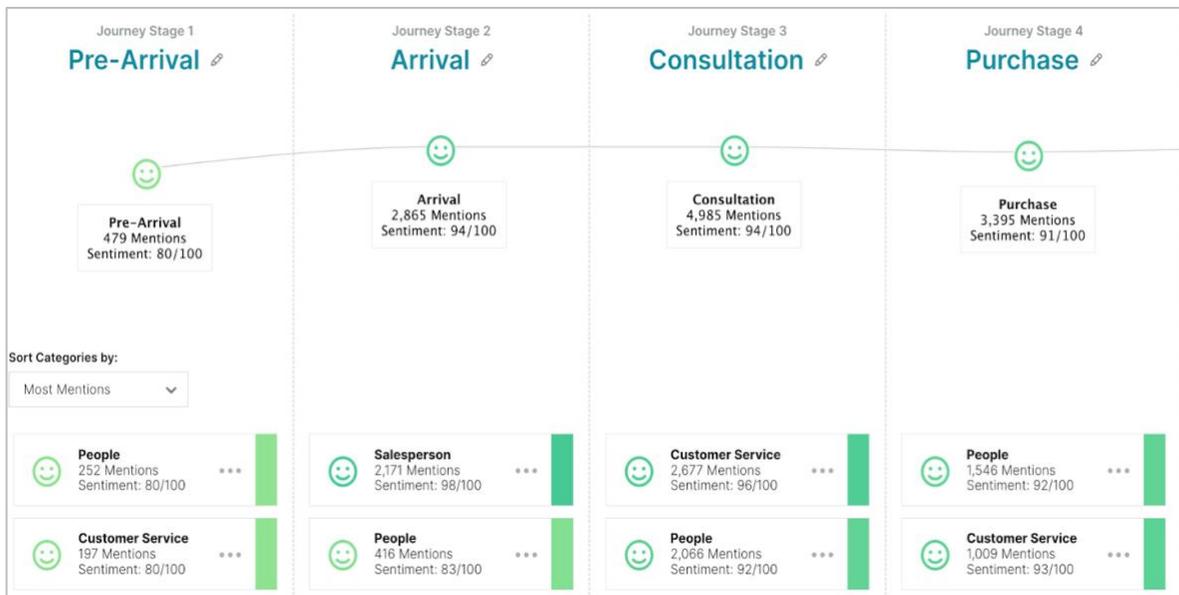
Customer Journey Insights Overview

Dive deeper into customer feedback to better understand what your business is doing well, and where there are opportunities for improvement.

Reviews and surveys are critical to understanding your overall customer sentiment, but creating exceptional customer experience goes well beyond simply addressing everyday customer service issues. Reputation’s **Customer Journey Insights** takes you deeper into first- and third-party feedback to pinpoint the moments that matter, engaging cross-functional teams to create strategies that tackle more complex improvements.

Only by using these strategies can companies set themselves apart from the competition, drive impressive results, and ultimately succeed in building a loyal and satisfied customer base.

Our Customer Journey Insights solution is a powerful tool that represents each stage of the customer journey and the critical aspects and topics of each. Using **Artificial Intelligence (AI)** and **Natural Language Processing (NLP)**, it will dissect customer feedback, assign category tags and sentiments, and then provide a comprehensive visual representation of the health and performance of experience delivery.



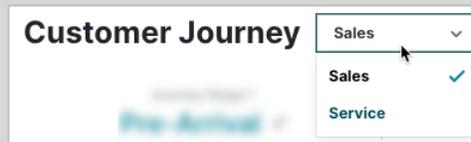
Navigating Customer Journey Insights

To access Customer Journey Insights:

1. Using the left navigation menu of the platform, hover over **Experience**.
2. Then, click **Customer Journey**.

From there, view the different stages in your customer journey. Keep in mind that we are using an example from the automotive customer journey. Depending on your industry, your view may look different, but the steps and actions will be similar.

Note: Depending on industry, users may toggle between multiple journey types by using the filters at the top.



Within Customer Journey Insights, you will be able to determine areas of friction based on category sentiment and mentions within customer review and survey feedback. Keep in mind the following definitions:

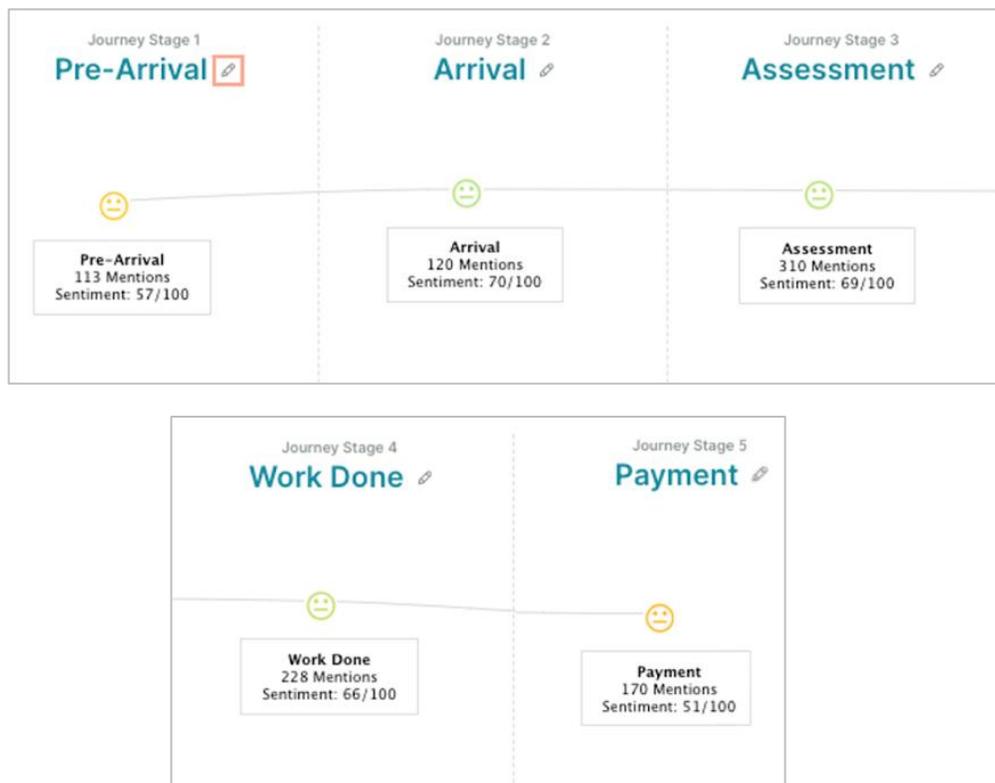
- **Mentions:** Total number of times that category is present in reviews and surveys for the given filters. Category is counted only once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories that have the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Configuring Your Customer Journey

Customize your Customer Journey by editing the stage titles to align with your business's order of operations. To set up your customer journey and the key touchpoints:

1. From the left-hand navigation menu, hover over **Experience**. Then click **Customer Journey**.
2. Toggle between Sales and Service, depending on which kind of journey you wish to follow. Suggested stage titles are based on industry standards and taxonomies.
3. Click the **pencil icon** to edit the title of each individual stage in the journey to better fit your needs.

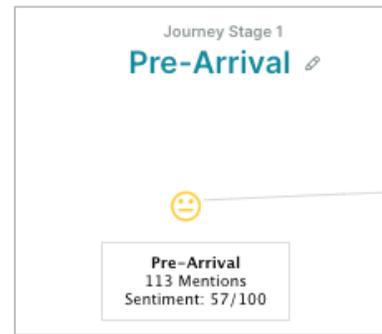
Note: Currently, the Reputation platform does not support adding or removing journey stages.



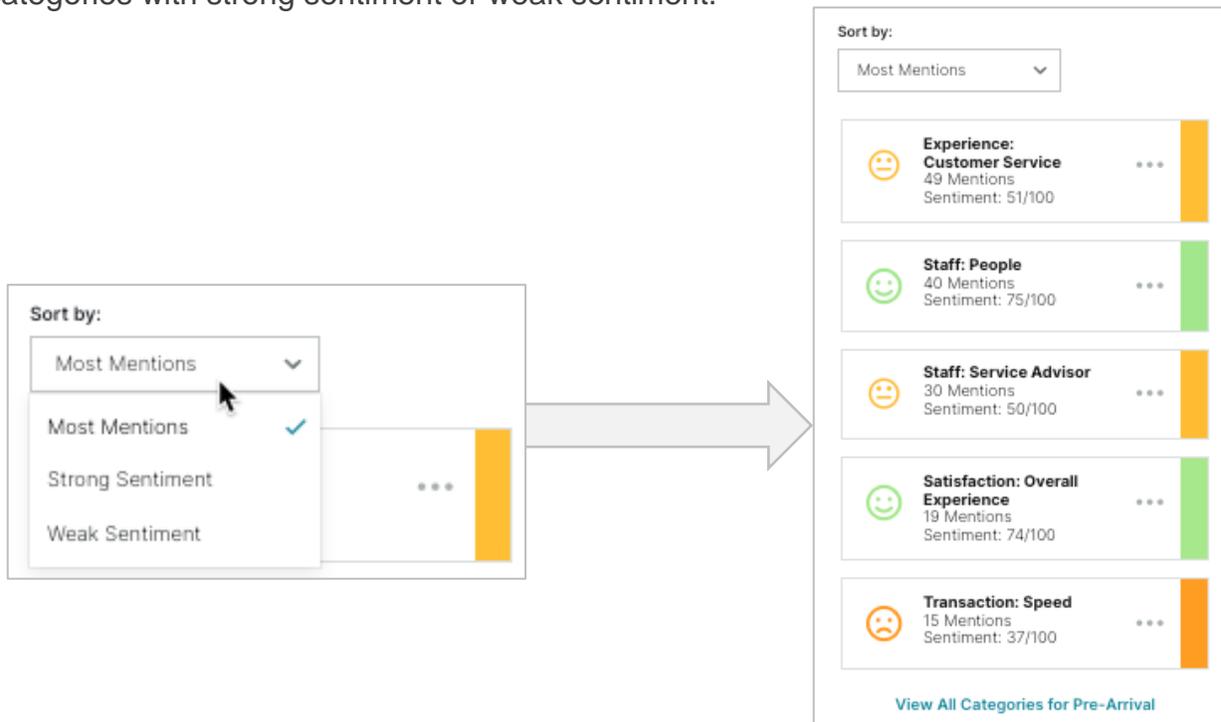
Sentiment Categories

Analyze sentiment trends to make data-driven decisions about investing in areas that better align with business goals and elevate the overall customer experience.

At the highest level, view the overall sentiment and total mentions for each of the stages. The emoji and sentiment score out of 100 provide a quick overview of which stage needs the most attention.



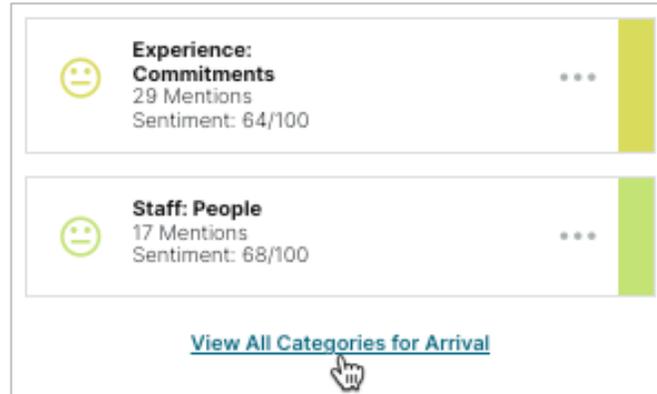
Scroll down to see distinct categories that make up each stage. Sentiment data is pulled directly from customer feedback via reviews and surveys. By default, the categories are sorted by the most mentions. Click the dropdown at the top to change the filter to categories with strong sentiment or weak sentiment.



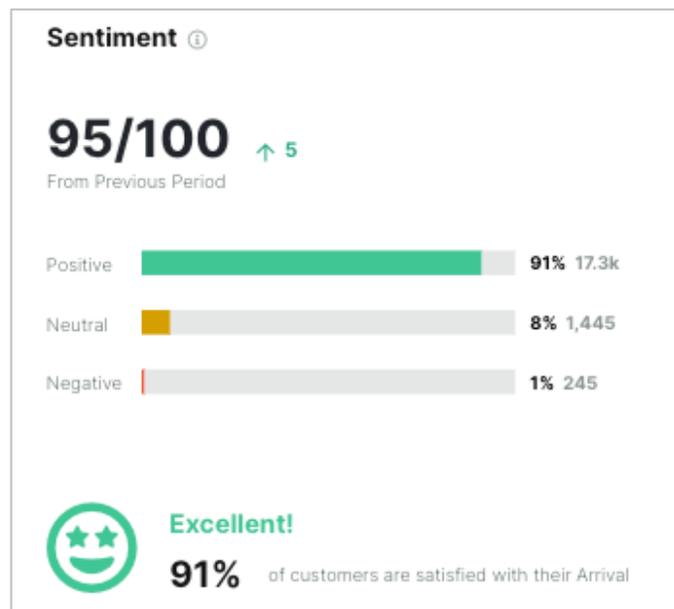
Analyzing Sentiment Data by Stage

There are two key ways to review and analyze your customers' overall sentiment before developing improvement plans. The first method is to view data by stage.

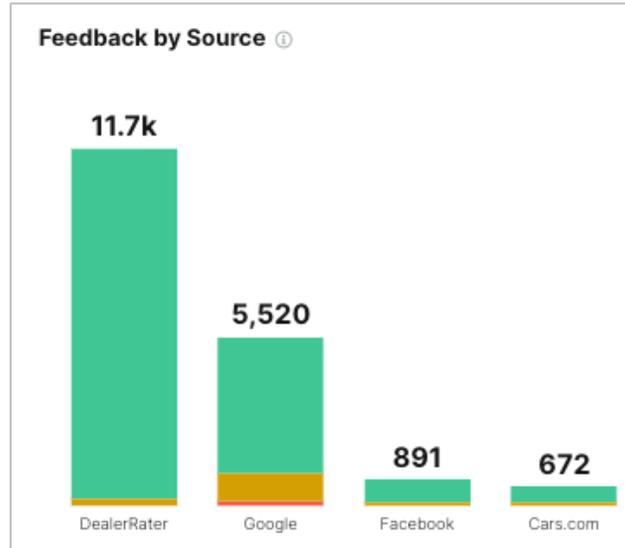
At the bottom of every stage and its sentiment categories, click View All Categories for more analytics and visuals for each individual stage. For this example, we are in the Arrival stage of the customer journey.



The first widget displays sentiment of the stage in the current period and sentiment change in comparison to the previous period, shown in a bar chart.



In the **Feedback by Source** widget, as shown below, view a breakdown of the feedback volume by source for the Arrival stage, based on the sentiment.



Also displayed on this page is a data table for **Domain and Categories** within the stage. This table shows all categories associated with the Arrival stage, along with its mentions and overall sentiment scores. Additionally located in this chart is the Sentiment Change—a change in category sentiment from the previous period. The “all time” date range filter will not show the sentiment change value.

Within this chart, click into an individual category to view its data by location, sentiment trend, and word cloud only pertaining to that specific category.

Category Name	Mentions ⓘ				Category Sentiment ⓘ		
	All	Negative	Neutral	Positive	Score	Sentiment Change ⓘ	Current Period Breakdown
▶ Staff	13.5k	114	701	12.6k	97/100	↑ 5	0 10k
▶ Experience	3,259	65	492	2,702	90/100	↓ 2	
▶ Satisfaction	1,705	33	117	1,555	95/100	↓ 1	

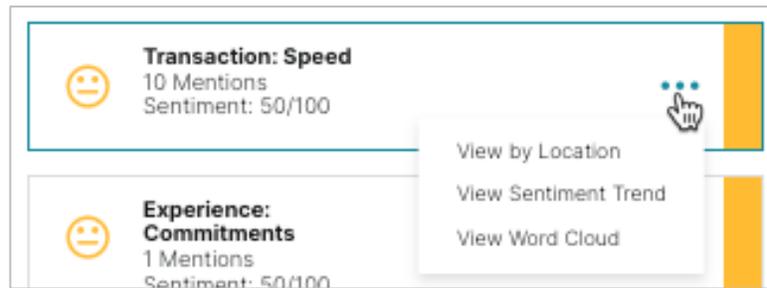
Mentions and Category Sentiment are defined by the following:

- **Mentions:** Total number of times that category is present in reviews and surveys for the given filters. Category is counted only once for a comment, even when there are multiple phrases in the comment that talk about the category.
- **Category Sentiment:** Categories that have the highest average rating for the feedback associated with the category tag. (The average rating is not displayed but calculated on the back end.)

Analyzing Sentiment Data by Category

Let's dive deeper into individual sentiment category data. For data by location, sentiment trends, and a word cloud:

1. Hover over **Experience** in the left navigation menu and click **Customer Journey**.
2. Within an individual stage, click one of the boxes containing a sentiment category's high-level overview.
3. Alternatively, click the ellipsis and choose to view data by location, sentiment trend, or word cloud.



Here, you can toggle between different, interactive charts to analyze customer feedback. Adjust your top-line filters accordingly to capture results from certain time periods, sentiment categories, sentiment score, and feedback type.

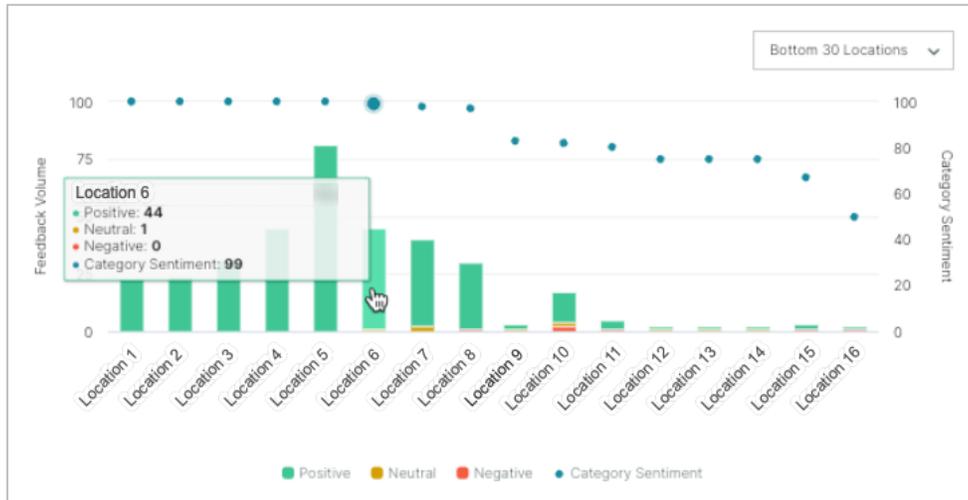
Note: You may also access this data from the **Domain and Categories** chart as shown below and on **page 7**. To do so, click the triangle to expand and explore an individual category.

Category Name	Mentions ⓘ				Category Sentiment ⓘ		
	All	Negative	Neutral	Positive	Score	Sentiment Change ⓘ	Current Period Breakdown
▶ Staff	13.5k	114	701	12.6k	97/100	↑ 5	
▶ Experience	3,259	65	492	2,702	90/100	↓ 2	
▶ Satisfaction	1,705	33	117	1,555	95/100	↓ 1	

Analyzing Sentiment Data by Category

This location-level, stage-based data shows which locations are performing well, which are not, and why, allowing you to develop improvement plans for the locations that need it most. In addition to the top-line filters shown in every view, the Locations chart allows you to also filter by All Locations, Top 30 Locations, and Bottom 30 Locations.

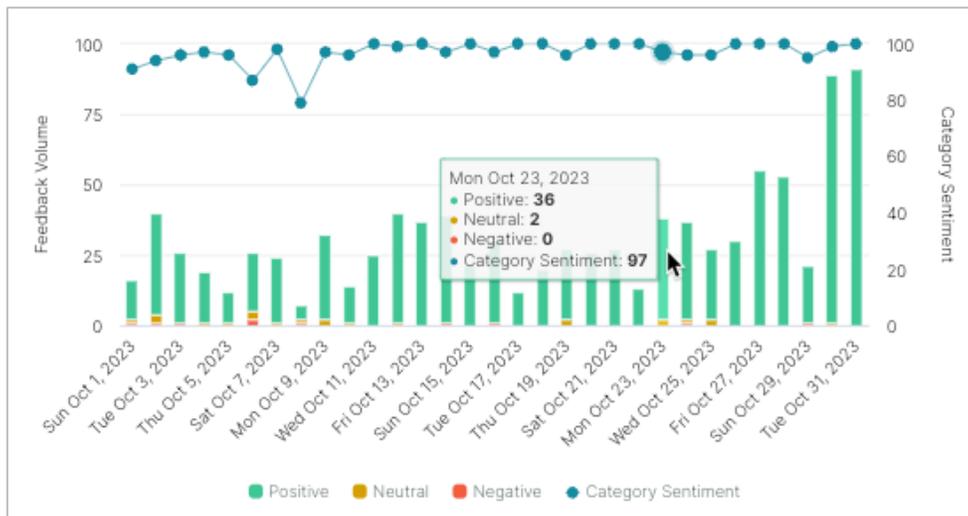
Hover over the bars for a high-level overview of sentiment score by location. Click on a bar to drill further into a specific location.



Analyzing Sentiment Data by Category

Navigate into Sentiment Trend for a visual representation of the positive, neutral, or negative mentions in a specific category.

Hover over the bars for a high-level overview of sentiment score by location.



Customer Quotes

In every view (Locations, Sentiment Trend, or Word Cloud), scroll down to see customer quotes from the reviews or survey results that made up the specific category.




October 31, 2023

↩ **Responded**

📄 **Published**

★★★★★ 5/5

I had the pleasure of working with Blake when I was in

I had the pleasure of working with Blake when I was in the market for a new car, and I couldn't be happier with the experience. Blake's knowledge and professionalism truly stood out. He took the time to understand my needs and preferences, and he went above and beyond to find the perfect vehicle for me. Throughout the entire process, Blake was patient, attentive, and never made me feel pressured. He answered all of my questions and provided valuable insights, making me feel confident in my decision. His expertise and friendly demeanor made the car-buying experience enjoyable and stress-free. I also appreciated how Blake took the time to explain all the features and options of the car, ensuring I left the dealership with a clear understanding of my new vehicle. Thanks to Blake, I now have a car that I absolutely love, and I can't recommend him enough to anyone looking for a great car salesperson.

OVERALL

★★★★★ 5/5

RECOMMEND DEALER : true

EMPLOYEES WORKED WITH : ██████████

Visit Reason : SALES VISIT - NEW

Competence	Customer Service	Dealer Recommendation	Delay / Timing		
Explanation / Demonstration	Friendliness	Knowledge / Attentiveness	Likely to Recommend		
Online Shopping / eCommerce	Overall Experience	Parking / Amenities	People	Professionalism	
Sales	Sales Experience	Sales Tactics / Pressure	Salesperson	Speed	Staff
Sufficiency of Information		Vehicle Condition / Cleanliness	Vehicle Cost		

Note: The platform reads and comprehends comments in all customer feedback. As such, a single review or survey result may appear in multiple customer journey stages. This means that the Artificial Intelligence (AI) and Natural Language Processing (NLP) identified comments that fit into multiple stages.

For example, if a customer details their full experience, the AI and NLP recognizes which pieces of feedback fit into specific stages. If a customer had a lower sentiment experience in the pre-arrival stage, but was pleased with their purchase, only the section of the review for that stage will be factored into that journey stage sentiment.