

Analytics Studio



Propel Your Brand Strategy With Real-Time Analytics Straight From The Voice of Your Customers

For multi-location brands, managing a strong and responsive online reputation across dozens, hundreds, or even thousands of stores isn't easy. The good news? Each time a customer interacts with your brand online, the experience offers a virtual treasure trove of unstructured data taken straight from the voice of your customers.

Chatmeter's Analytics Studio transforms every click, search query, and customer review into tangible, actionable data that you can use to implement agile changes at a single location, within a region, or company-wide.

By using metrics aggregated from providers like Yelp, Google, Apple Maps, and Facebook, Chatmeter is your single source of truth, offering unprecedented insight into the minds of your buyers. From exploring customer sentiment in real-time to comparing your current star ratings against local competitors, Analytics Studio offers invaluable insider intelligence designed to guide and propel your brand's success.

Here's how Chatmeter's Analytics Studio turns the online conversations about your brand into a robust, data-driven reputation management strategy:

- **Follow Keywords** to uncover pain points, trends, and successes across your locations
- **Pinpoint and Resolve** standout or recurring issues before they get out of hand
- **See Which Employees and Locations Excel** — and where support is needed.
- **Track Consumer** trends, star ratings, and review response rates
- **Access Advanced Filtering Features** to identify and decipher any in-the-moment or ongoing trends impacting your customer's brand experience



Analytics Studio's central, secure data repository invites you to explore and interpret unfiltered data straight from the voice of your customers.

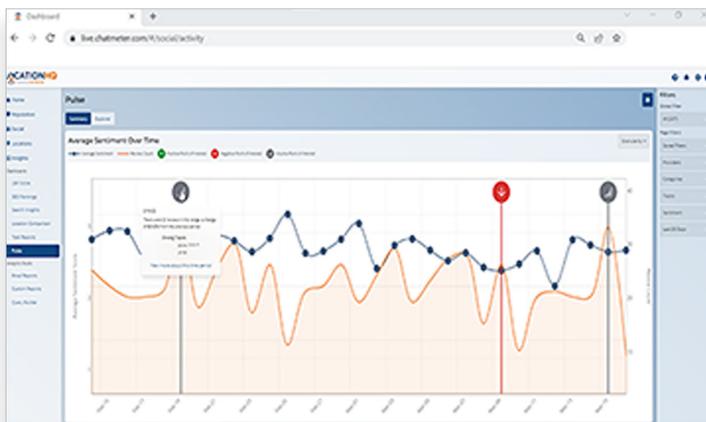
“Chatmeter's reporting is clean, clear, and easy to read. It has helped us to easily present data to our team.”

AMITA Health

Turn Unfiltered Data into In-depth Reports

Analytics Studio collects metrics pulled from across the Chatmeter platform, including key star-rating statistics, review response rates, customer sentiment breakdown, and competitor comparisons. Then, it converts this vital information into easy-to-understand visual reports, charts, and graphs. With Analytics Studio, you can:

- Deliver scheduled, automated reports to key players across your organization from corporate leadership to individual store managers
- Download real-time metrics for a quick snapshot of a single location or across your entire organization
- Create and share fully customizable reports to maximize brand-wide transparency



User-friendly, easy-to-interpret reports help organizations turn real-time voice of the customer data into business strategies that drive growth, revenue, and better customer experiences

Streamlined Integrations and Customizations

Access honest, unfiltered customer feedback to complement your company's preferred Business Intelligence (BI) tools including Tableau, Domo, Spotfire, or Qlik. Get specific with your data by building queries that provide your BI team with the metrics necessary to develop smarter business strategies.

Chatmeter's Analytics Studio can help drive results for your business. [Learn more at Chatmeter.com.](https://www.chatmeter.com) ▶

"Analytics Studio allows us to see if there are trends building — especially negative ones that can be addressed before they become too much of an issue. We look forward to building more reports that will help continue to refine our listings and their accuracy, particularly as we acquire new properties."

SPM Property Management