

Pulse Custom Topics



In Today's World, Your Online Reputation Can Be Your Strongest Asset or Your Biggest Liability

Your customers are talking, but are you REALLY listening?

Pulse is Chatmeter's text and sentiment analysis engine designed to improve Location CX through AI-powered deep listening. The result is unparalleled information about your brand's performance — the challenges and opportunities for growth — all in real-time.

With Pulse Custom Topics, Brands Now Have a Way to Dig Deeper into the Customer Chatter that Matters

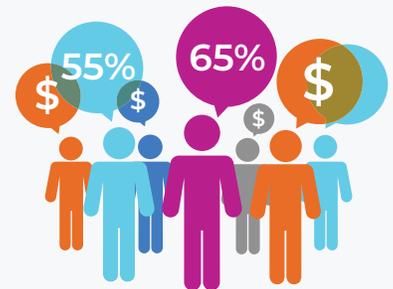
Custom topics is new functionality that lets brands dive more deeply into customer experiences based on tracking specific topics across all online customer feedback.

Here's one example of how Custom Topics works

Meet Vanessa Bell – millennial entrepreneur extraordinaire. “Van” started slinging burgers at age 15 at the corner diner. At 18 she opened a food cart selling handcrafted hamburgers from locally sourced beef. Cut to 17 years later and today Bell's Burgers has grown into a thriving 56-location restaurant with an on-trend casual vibe.

As soon as Bell's Burgers hit 50 locations Van knew the business needed help managing its online reputation, so she turned to Chatmeter. But Van wanted to go beyond online listing accuracy and review responding. In the burger biz, competition is stiff and ever-changing, so Van needed her marketing team to:

- **Get beneath the surface of trending customer reviews across all her locations to access specific insights**
- **Test the customer reaction to new products and services per location**
- **Discover more ways to deliver deeply personalized location CX at every step of the customer journey from online to in-store**



Unstructured data is growing at an annual rate of 55% to 65%. Brands with the tools to unlock this invaluable VoC intelligence will **discover the keys to creating revenue-generating CX strategies.**

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Chatmeter stepped in and trained Van's team on using Custom Topics to set up a "food experience" category in Pulse with a topic for Bell's new menu item, "The Big Bell Burger." After a month of tracking sentiment related to "The Big Bell Burger" the brand discovered increasing customer complaints at each of their locations about too much sauce making the lettuce and bun so soggy that the burger was hard to eat.



"Pulse allows us to track what our customers are talking about in their reviews. We discovered that our customers are primarily concerned with our overall customer service, not our product or policies. That information was invaluable!"

Fath Properties

Chatmeter's Custom Topics lets you create meaningful topics and categories specific to your unique business needs.

Van worked with her chef and adjusted the recipe and portions for the sauce. Soon after implementing the changes the custom-topic trend for "The Big Bell Burger" turned favorable with multiple reviewers commenting on the new, improved sauce.

Gain a competitive advantage with Chatmeter.

Click here for a customized brand intelligence report of what your customers are saying and where your reputation stands. ▶

- Chatmeter Overview Demo
- Customer Sentiment Analysis Demo