

SAT

**Listen**

- Natural language processing (NLP) – SAT leverages natural language processing to read and determine the content and intent of each interaction.
- Multilingual – SAT supports translation of surveys posts from multiple languages to English.

**Analyze**

- Content analysis – SAT determines the meaning behind each communication. This is used to determine the appropriate response from the enterprise.
- Brand analysis – SAT solution shows you which terms and topics are being associated with your brand your competitors' brands.
- Topic Analysis
- Sentiment Analysis

**Measure**

- Extensive reports out of the box – SAT provides a wide range of reports. The initial set include:
  - o Survey traffic by topic
  - o The volume and velocity of buzz around a specific campaign, product or topic
  - o Breakdown and comparison of topics over time
  - o Major trends over time: top conversations, top channels, conversation velocity
  - o The geographic location of hot topics and individual discussions
  - o Sentiment (Appreciation, affection, gratitude, anger, antipathy, disdain), their individual posts, and how it has changed over a time range, and sentiment by geography
  - o The top influencers in your space and how much they're influencing relevant topics
  - o Brand health and emerging threats
  - o Brand mapping - the words and phrases most associated with your brands, and how this changes over time
  - o How you compare to your competitors with respect to sentiment, brand association, and share of voice
- Multiple reporting formats – Decision makers can view their own real-time dashboards around the issues they care about, or they can receive reports in PDF, CSV or other formats.