Hertzian

Transforming Customer Feedback into Actionable Insights

SENTIMENT & SEMANTIC ANALYSIS OF FREE-TEXT FEEDBACK

"The Hertzian algorithm was able to ferret out interesting sentiments from a vast amount of feedback, and collate it into something that we could use to consider our games and how we maintain them. Throughout the work I was repeatedly impressed with the velocity, quality, and collaborative nature of Hertzian"

Jesse Henderson, Development Director, Ubisoft.

SEE YOUR FEEDBACK IN A NEW LIGHT

Whether it's customer, staff or any other form of feedback, the task of breaking apart the free text elements has always been a difficult, time consuming and expensive task. This is no longer the case with the introductions of Hertzian's Machine Learning powered technology. Hertzian's dynamic and powerful platform can instantly analyse thousands of pieces of free text feedback to provide you with a complete view of the subjects being discussed inside your feedback.

FEATURES

- Highly Accurate Trained Systems
- Complete Customisation
- Positive & Negative Highlighting
- Superfast Processing
- Dynamic Grouping
- Entity, Theme & Subject Extraction

STANDALONE OR INTEGRATED

It's easy to utilise Hertzian's industry leading platform, if you have your own BI platform Hertzian's API will easily integrate directly into the feedback gathering process. If you want the free text analysis and dynamic visualisation to remain separate then standalone platforms can be tailored towards your needs. All of Hertzian's visualisations are built in house and do not rely on any external systems meaning there are no external costs being passed onto you. Hertzian's development team have a strong experience building bespoke applications that are both powerful and reliable.

KEY BENEFITS

Gain a 360° View
Through the use of Hertzian's platform you can, for the first time ever, have a full view of your feedback.

Anticipate Needs Quickly
Easily identify the top wants & needs direct from your customers, staff and others.

Improve Your Processes
Pinpoint and action consistent feedback related to your internal and external processes.

Add More Value to Your Surveys
It's now just as easy to monitor qualitative as it is quantitative meaning you can start to extract more insight from your surveys.

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ADDITIONAL BENEFITS

Extract Insight From All Channels

Monitor feedback coming directly from your surveys, online retail destinations and any other location UGC is being left.

Identify Feedback Related to Specific Areas

Through the use of entity and subject identification you can locate feedback related to areas of your business.

Save Time & Money

Dramatically reduce your team's work-load through the introduction of Hertzian's automated systems.

Aggregated Views

Easily view how your organisation is faring across all of your feedback through an aggregated view of all of your results.

Increase Frequency

Due to the speed and power of the Hertzian platform, you can now survey alongside key changes to your business.

Online or Offline Data Collection

Hertzian processes through direct integration to your BI platforms, the wild of the Internet or from offline spreadsheets.

Pay For What You Use

Through the use of easy to understand tiers, you'll only pay for feedback you process reducing risk and costs overall.

Separate Based On Product

Each piece of feedback can be assigned custom parameters allowing for easy to view breakdowns based on different criteria.