

InMoment AI for Sentiment Analysis

Enhancing Product Strategy with InMoment AI

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InMoment

Digital Listening

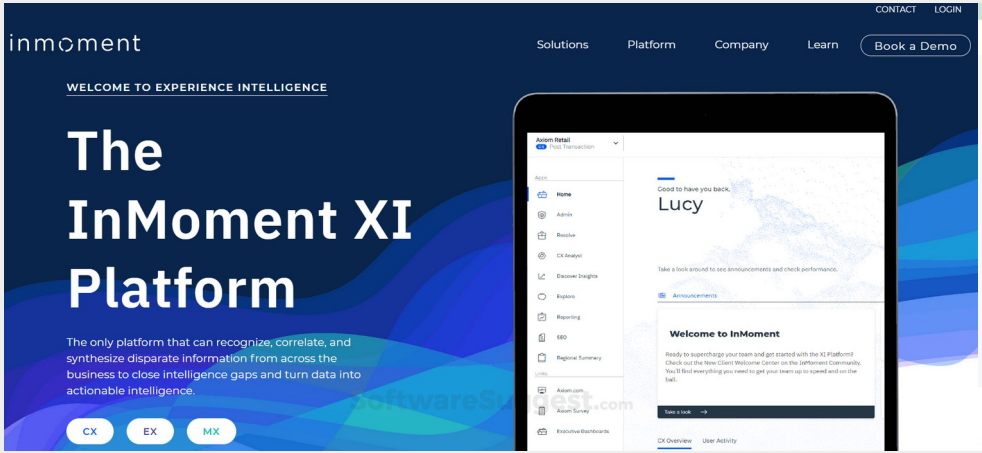
What is Sentiment Analysis?

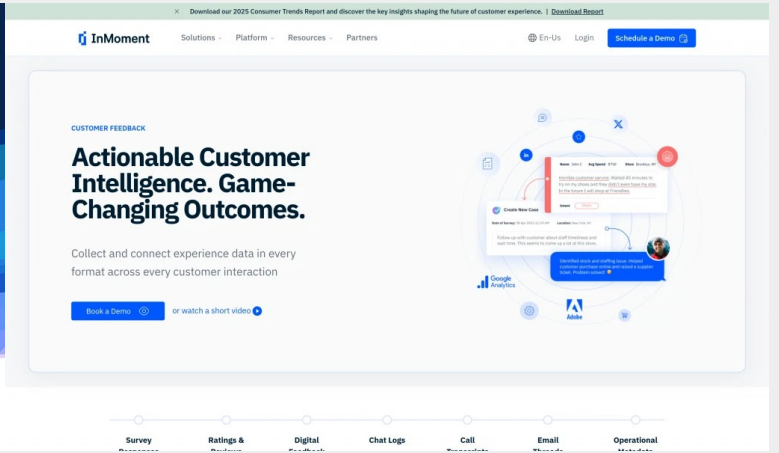
Sentiment Analysis is a process that analyzes text (qualitative data) and interprets the tone and opinions of the text as positive, negative or neutral.

The purpose of sentiment analysis is to help better understand the opinions of customers towards products and to make improvements with these results.

AI Innovation in Action – InMoment AI

InMoment XI Predictive Experience, which applies predictive sentiment analysis to customer experience metrics. The software allows marketing and product teams to work more strategically. After a product launch, teams can use InMoment AI to identify features tied to negative feedback and forecast how potential changes, like a new slogan or update, might affect customer sentiment. This kind of insight is invaluable for product introductions, where timing and emotional resonance can either make or break it.

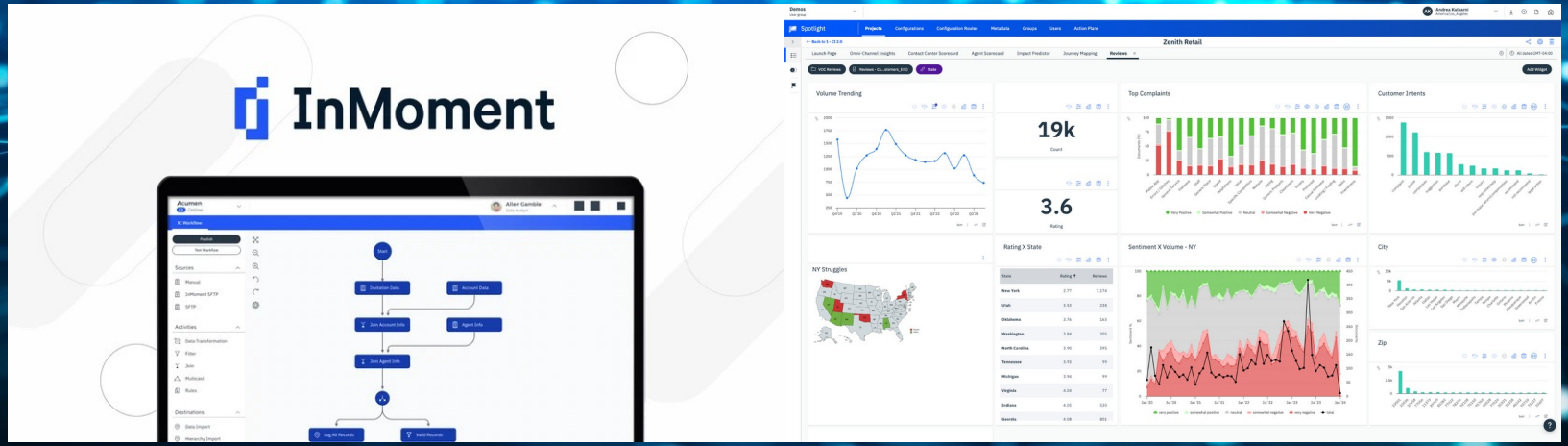




InMoment's Sentiment Analysis AI

InMoment's sentiment analysis AI is an innovation that helps with gathering customer feedback and gives insight about what the business can do to improve. This would be considered as a descriptive AI since it gives a summary from the opinions of customers and how it should be handled with.

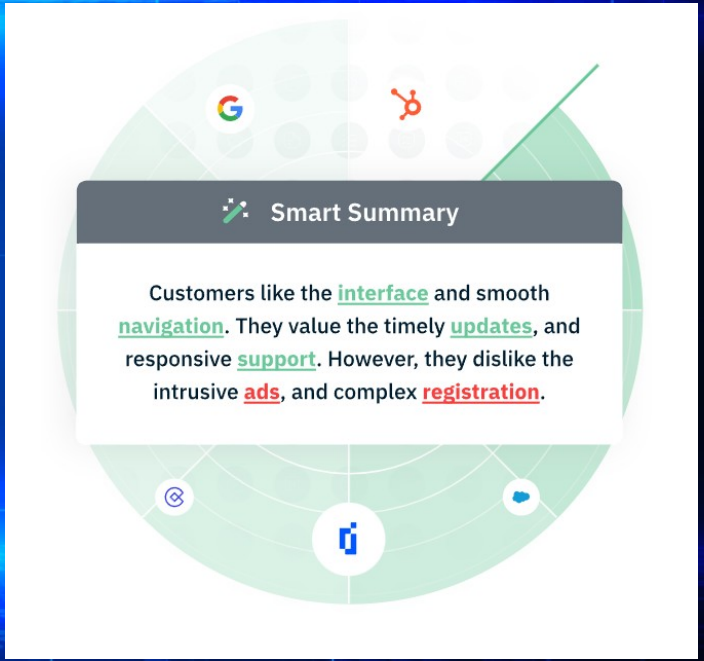
This AI works uses components such as machine learning, generative AI Large Language Model (LLM) technologies, Active Listening conversational bot, and natural language processing to operate.



The Importance of Sentiment Analysis

Key Benefits:

- **Objective Insights:** Removes human bias by using AI from analyzing text and interpreting opinions.
- **Product Improvement:** Identifies features linked to negative sentiment for the business to enhance their products
- **Scalability:** Analyzes massive volumes of text efficiently from unstructured data and scaling it.
- **Real Time Feedback:** Enables fast responses to emerging issues based on their findings.



The Core of InMoment's AI – A Multi-Modal Approach

InMoment's Experience Intelligence (XI) Platform doesn't rely on a single type of AI. Instead it combines descriptive, predictive, and generative AI to deliver deep, actionable insights from customer feedback.

This layered approach allows businesses to move from understanding what customers are saying to anticipating what they'll do, and even automating responses.

The Core of InMoment's AI is a combination of Predictive, Descriptive, and Generative.

Descriptive AI – The Foundation

Predictive AI – The Strategic Engine

Generative AI – The Experience Enhancer



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How Each AI Type Powers the Platform

Descriptive AI analyzes and interprets existing data. InMoment's applied Natural Language Processing (NLP) and text analytics to convert raw, unstructured feedback from surveys, calls, reviews, social media into structured insights.

Predictive AI helps businesses understand what customers are currently saying and feeling. Using historical data to forecast future outcomes, InMoment's AI is able to predict customer churn, satisfaction trends, and purchase intent. Enabling proactive decisions, like adjusting a product feature before dissatisfaction escalates.

Generative AI creates new content such as text, summaries, or responses. InMoment automatically summarizes large volumes of feedback and generates conversational replies to customer reviews. This streamlines workflows and makes insights more accessible across teams

Product Marketing Area

Application in Product Strategy:

- Predictive sentiment analysis helps identify product features that drive dissatisfaction and negative opinions.
- Teams can proactively adjust the product before sentiment keeps declining, and in return preserve brand loyalty for customers.

Survey Integration:

- InMoment's CX survey tools such as Customer Effort Score (CES) and Customer Satisfaction Score (CSAT) collect feedback across channels like emails, websites, apps, etc.
- AI categorizes feedback automatically, and this helps product teams prioritize improvements for customer sentiment.

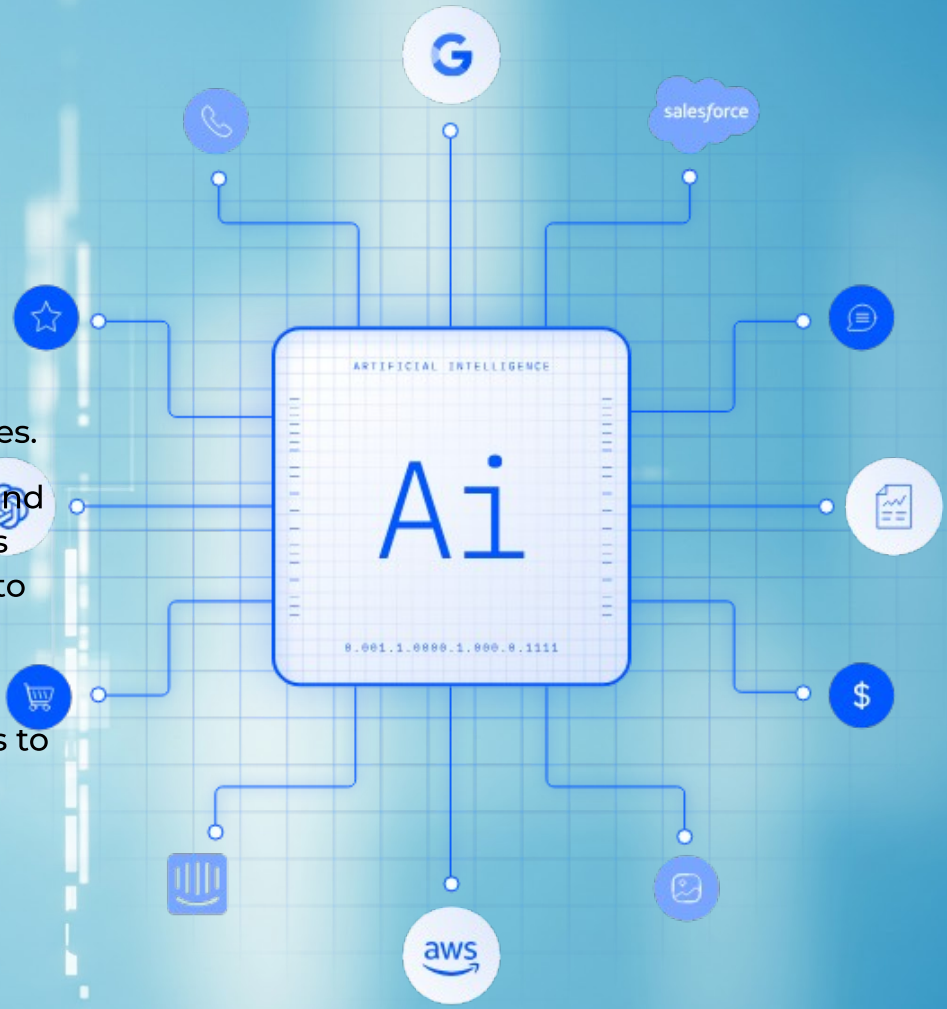


Conclusion

InMoment's AI platform goes beyond just reviewing customer feedback. This powerful tool combines descriptive, predictive, and generative AI to not only understand what customers are saying, but to also anticipate their future needs and automate responses.

It helps marketers understand how customers feel and also predicts how they will feel. InMoment's AI keeps teams one step ahead by telling them exactly what to work on first and allowing them to find and fix problems before they even arise.

This layered approach to AI is what allows a business to move from simply reacting to customer feedback to proactively shaping their brand's success.



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