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Start using AI Sentiment Analysis with These Suggested Keywords

AI Sentiment Analysis is a powerful tool that uses artificial intelligence to help supervisors save time by making it easier to evaluate conversations based on sentiment and keywords. But what keywords should you use and how is it beneficial to your business?? Let's take a look at some examples of how AI Sentiment Analysis can be used and which keywords to input to help everyone within your organization.

SUGGESTED KEYWORDS BY TEAM



SUPPORT

Customer support supervisors and managers handle an array of duties and tasks to ensure that their frontline users/agents create the best customer experience possible. To help them save time and become more efficient, they can focus on the conversations that matter based on keywords such as:

- **Cancel**: Find the root cause as to why customers want to cancel your service and make sure that agents are doing their best to retain those customers.
- **Refund**: Figure out why and how agents are handling refund requests to make sure that the product team is aligned with the reason and that there is not a cause for concern.
- **Unacceptable**: Supervisors can review these conversations to see how frontline users handle the situation to give feedback and coach them on what they can do better.

- **Complain**: Have full visibility of all types of complaints and track for better customer service or product offerings.
- **Great**: Discover what customers like about your product or service offerings and improve it even more on the next iteration.



SALES

With the help of AI Sentiment Analysis, the sales team can use customer insight to uncover new opportunities to drive more revenue by using these keywords:

- **[Competitor Name]**: Know what your customers like or dislikes about your competition to stay ahead of them.
- **Promotion or [Promotion Name]**: Get a feel of which types of promotions that do well and plan for your next one to increase sales and revenue.
- **Expensive**: Review how your sales team handles common objections to purchasing your products and services.



PRODUCT

The Product team can always use customer insights to identify opportunities for improvement, discover demand for of new products/features, and see what customers' needs and wants are. These keywords will help the product team stay ahead of the curve:

- **Broken or Frozen**: Identify the fundamental cause of problematic issues.
- **Troubleshoot**: See what type of help customers need to get on top of the fix.
- **Missing**: Get a feel of what types of products or services customers want to see in the future.
- **Beta**: Secure any customers who would want to participate in any type of testing.
- **[Competitor Name]**: Hear what your customers like or dislikes about your competition to inform product and service roadmap.

AI Sentiment Analysis also evaluates conversations and determines whether the sentiment of the conversation was positive, negative or neutral. This ultimately saves you valuable time by making it easier to identify which conversations deserve your attention.

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