

# Text Analytics for Product Reviews

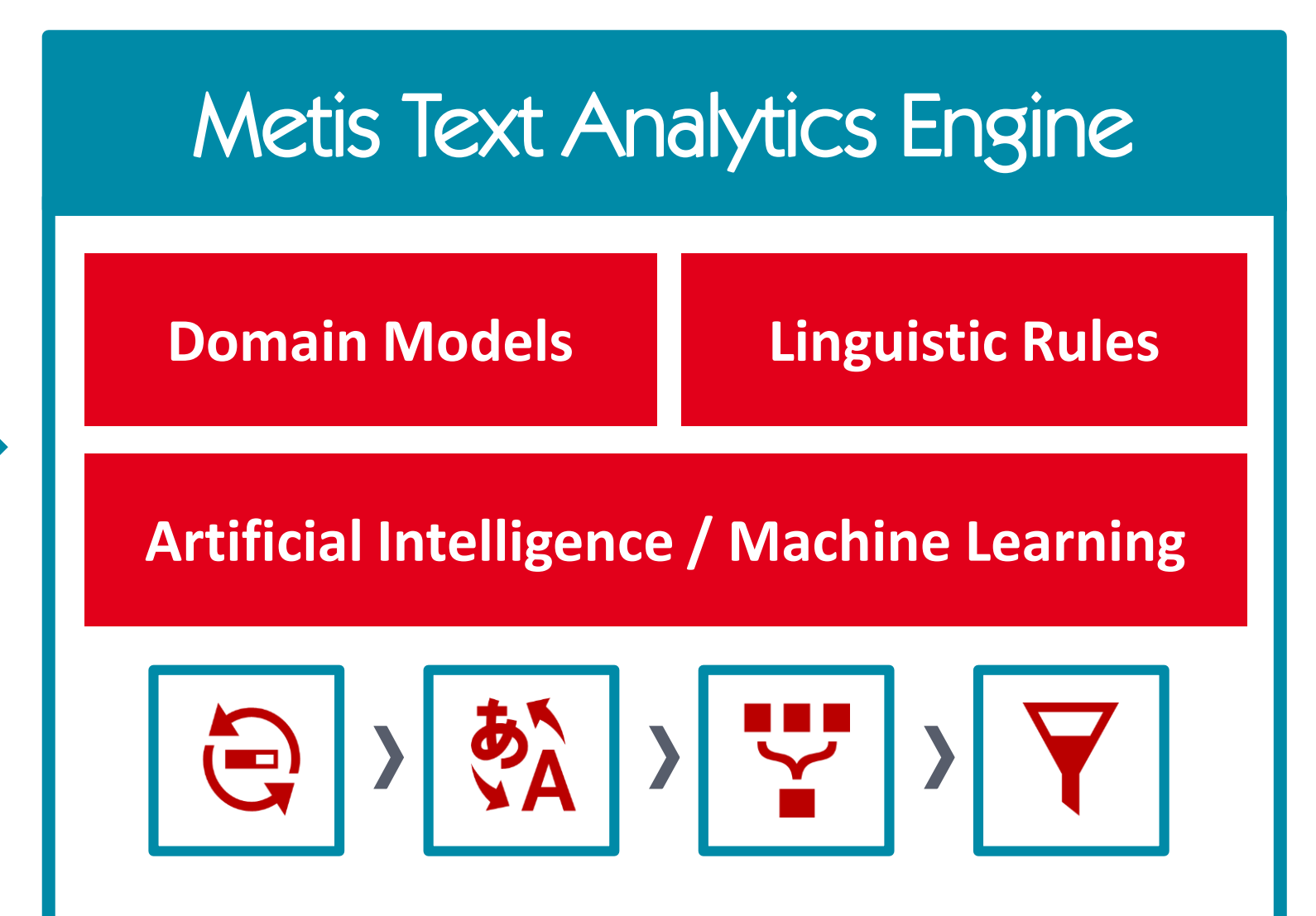
Improving Product Development and Customer Journey



Automated Crawling



Adding products in Visineer



## Visineer – A Solution for Manufacturers and Market Research

The perception of products in the market is highly relevant to manufacturers and retailers of consumer goods. This perception is revealed through customer reviews, as they are available on many retailer websites. Star ratings often give a first impression, but the interesting details are hidden in the review texts. Yet, it is very time consuming and tedious to delve into the details of larger amounts of reviews.

Two innovative solutions generate valuable insights from customer reviews at the push-of-a-button making use of cutting-edge text analytics technology and artificial intelligence:

- **Visineer (SaaS):** Dashboard solution for manufacturers of consumer goods and market research.
- **Product Buddy (Browser App)\*:** Simple browser solution for retailers and consumers for various online shops.

Manufacturers of consumer goods are faced with a strong market competition. Especially, for electronic products the innovation cycles have become shorter than ever. Product developers and product managers are constantly in search of those excitement features and value drivers that lead to market success.

Our software-as-a-service solution **Visineer** enables manufacturers to conduct market research at the push-of-a-button. Online customer reviews are analyzed automatically by our unique text analytics algorithms.

- **What are the unexpected aspects and features of products?**
- **What are the strengths, weaknesses, unique selling propositions, contexts of use or hints on target groups?**
- **Do customers report important issues such as design flaws, material failures, lacking durability, defects, usability issues, problems with components or insufficient product descriptions?**

Such information is extracted automatically by **Visineer** and manufacturers are enabled to readily explore the details.

Different of these insights are relevant for different departments within a manufacturing company such as product management, product development, marketing or sales and they may also influence strategic decisions. It is not only the own products a manufacturing company should care about, online reviews yield the same information also for competitors' products.

➔ **A unique holistic view on the market can be gathered.**



Contact us to learn more about Visineer!  
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### Benefits for Product Development and Market Research

- ✓ Compare product features
- ✓ Identify competing products
- ✓ Identify value drivers for customers
- ✓ Filter and search hints on target groups, usage location, usage purposes

### Cutting-Edge Technology

Both **Visineer** and **Product Buddy** rely on the same cutting-edge technology. The whole analysis is data-driven and product agnostic, relying on a blend of artificial intelligence methods and rule-based linguistic components. The same algorithms operate smoothly on reviews regarding any kind of product, both in German and English.



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