Alchemer

Alchemer Mobile Executive Reports

Uncover Actionable Insights From Your In-App Customer Feedback

Alchemer Executive Reports unlock the value of free-form customer feedback comments by applying custom built natural language processing tools to identify important patterns and highlight key recommendations. This professional, managed service from the Alchemer Mobile Customer Success and Data Analytics teams helps you sift through tens of thousands of data points to reveal and identify next best actions to improve customer experience and your bottom line.

ADDING TO YOUR EXPERTISE

While you're the expert in your business, the Alchemer Mobile Customer Success and Data Analytics teams possess the expertise in digital customer feedback collection, action, and analysis. We know what to look for in customer feedback, and bring leading practices from experience with the world's largest and most successful brands.

TAILORED REPORTS

Executive Reports help you dive deeper into customer feedback and survey results, through data analysis services tailored to your requirements. We help you uncover important factors affecting segments of your customer base, impacting mobile app quality, or jeopardizing your customer adoption and retention.

- Reveal context from vague feedback phrases to enlighten your decision making.

- Prioritize product decisions based on trends revealed from the higher volume of responses.

- Resolve ambiguity and connect the dots based on our deep knowledge of the biggest and best brands and their objectives, across multiple industries.

- Speed time to insights and taking action by sharing these reports with decision makers and executives.

WHO IS IT FOR?

Alchemer Executive Reporting is designed for teams needing to:

- Turn mobile customer feedback into executive-ready analysis.

- Uncover actionable insights.

- Uncover voice-of-the-customer trends and next best actions.

WANT TO LEARN MORE?

Learn more about Alchemer Mobile Executive Reports by talking to your customer success manager or calling our team at 800.609.6480.

> **Executive Reports dive deep into all the surveys and feedback that we get.** As a product manager, I don't always have time to dive into those. With help from Alchemer Mobile, we can **better understand menu issues or other enhancement requests** and are then able to analyze and **pull those back into our roadmap for the future."**

Andy Ades
Dunkin' Brands

The four-step Executive Reports process to gather your requirements and tailor the analysis to your needs

CONSULTATION

You possess the expertise in your business; we're the experts in mobile feedback. Armed with your goals, and hypotheses, we clean, analyze, and summarize your customer feedback data against these objectives.

CUSTOMIZATION

After discerning hidden details and relevance from the data, our initial report draft provides the information and trends uncovered, along with our advice for next steps and leading practices. We get your feedback and then conduct analysis on the areas of interest you identify in the review session.

DATA ANALYSIS

Our team of Data Analysts applies their expertise to clean and analyze the data, perform regression and multivariate analysis, and benchmark against industry statistics to unearth important nuggets from the raw feedback.

PRESENTATION

Our design team produces a 25+ page, turnkey report that is presentation-ready for your executives. Delivered four times a year, you'll be the new team hero thanks to the quality insights and recommendations revealed.

Key recommendations are delivered from the volume and quality of feedback from your customers.

A variety of customization options are available based on your product, marketing, or business goals. You can select from these analysis options:

FEEDBACK CATEGORIZATION

Free-form text responses categorized into granular buckets around app features, providing a deeper understanding of which capabilities customers talk about most frequently.

SENTIMENT ANALYSIS

Sentiment categorization from free-form text responses highlight classifications such as technical difficulties, app functionality, rewards programs, and so on—stack ranked by volume.

COHORT ANALYSIS

In-depth insights segmented by different customer groups — based on your custom data fields, highlighting the most significant phrases.

TREND ANALYSIS

A chronological view of the shifts in customer feedback and volume trends, for each feedback category.

COMPETITIVE ANALYSIS

Benchmark phrases for all competitors in your app category or vertical, including the topics trending industry-wide, and a comparative analysis of significant phrases.

Executive Reports are offered for an annual fee, delivered by the professionals on Alchemer Mobile Customer Success and Data Analytics teams. Reports are delivered four (4) times per year and tailored for your needs.

Call your customer success manager or 800.609.6480 to learn more.

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