:::: Primer

RESPOND QUICKLY TO PRODUCT FEEDBACK IN THE MARKET

Today, the influence of consumer feedback on product success is greater than ever. If customers love your product, they'll be your best advocate. But if not, they will broadcast their unhappiness loudly and repeatedly across any online feedback mechanism available to them. In the worst-case scenario, profanity-laden comments about your product and company will go viral, making it hard to contain snowballing public sentiment, let alone roll it back.

Primer's advanced language processing (NLP) platform enables product teams to quickly find and analyze customer feedback in multiple languages across any online channel, so they can respond quickly and effectively and create strong product feedback loops.

CHALLENGE

After a major launch, one product team noticed negative comments popping up about their new offering on social media. Although the launch was considered a success in the industry, customers were much less enthusiastic and a vocal minority were explicitly angry. Due to the mass market, global distribution of their product, basic search tools made it difficult for them to identify and track all the places where consumers could leave reviews. This was even more challenging in non-English speaking markets.

SOLUTION

With Primer Command, the product team can now keep their finger on the pulse of customer feedback from a product's initial announcement through its lifecycle in market. Primer helps separate signal from noise by surfacing key insights in real time across all available sources. From one unified, intuitive dashboard, customer success team and product teams can access a range of powerful capabilities:

- **Custom queries** monitor product-related topics in news and social media across 100 languages, translating content into English.
- **Custom alerts** flag when key terms are mentioned.
- **Real-time feeds** surface articles about products, competitors, and other entities relevant to the query topic.
- **An interactive map** plots key locations that are central to the news story.
- **Data volume trends** indicate whether news coverage is heating up or cooling off.
- **Topic analysis** surfaces the most popular themes, hashtags, and links being shared about the product, as well as disputed information.
- **Sentiment analysis** shows trends in public attitudes toward the product and company.
- **Custom, human-quality situation reports** automatically generate summaries of feedback within seconds.

Using Primer Command's NLP-powered dashboard, analysts can view breaking information, dig deeper into important details, and share comprehensive intelligence with decision-makers.

RESULTS

With Primer, the customer success and product teams can gain a deeper understanding of the customer experience of their product post launch. Whenever negative feedback arises, they can quickly identify, analyze, and address it quickly with updates, recalls, or more informed communications. They can also take a much broader range of customer experiences, comments, and desires into account as they develop new features and new products going forward.

Keep your finger on the pulse of product feedback.
Request a demo of Primer today.