![Simplicity logo]

Sentiment Analysis

Sentiment Analysis is a natural language processing (NLP) technology using AI to determine whether word choice during a call is positive, negative or neutral. **Call Transcription** is a prerequisite to enable **Sentiment Analysis**.

Sentiment Analysis, driven by Deepgram**,** provides crucial discernment in regard to customer satisfaction.

The benefits of **Sentiment Analysis** span from more empathetic service for each customer to insight into the overall performance of your support team.
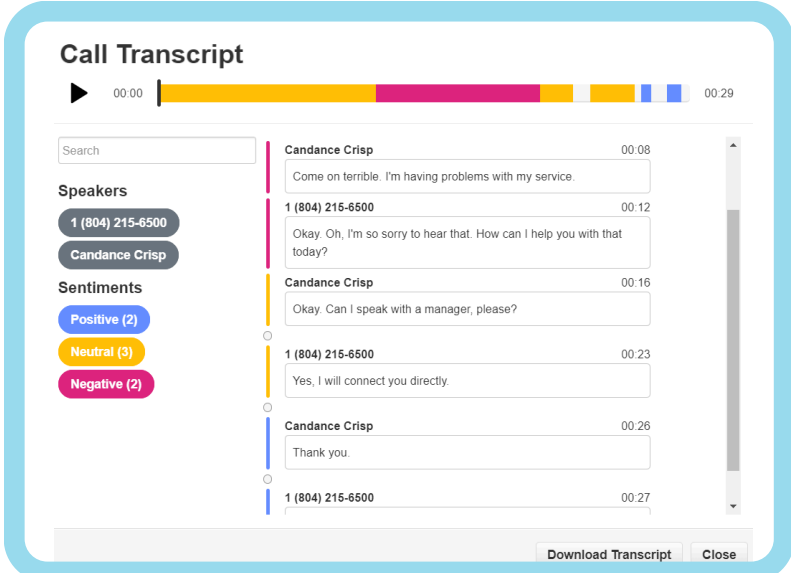
Sentiment Analysis is available in the **Call History** section of the Simplicity portal and is viewable by **Office Manager**, **Site Manager** and **Call Center Supervisor** roles.

Cost:
.09 per minute, which includes **Call Transcription***

1 hour of AI transcription equates to 4 hours of manual transcription.

Top 5 Reasons to Use Sentiment Analysis

Deliver Better Customer Service
Enhance Quality of Products & Services
Increase Sales Revenue
Protect Your Brand
Discover New Marketing Strategies

Call Transcript

▶ 00:00 ▬▬▬▬▬▬▬▬▬▬▬▬▬▬ 00:29

Search

Speakers
1 (804) 215-6500
Candance Crisp

Sentiments
Positive (2)
Neutral (3)
Negative (2)

Candance Crisp   00:08
Come on terrible. I'm having problems with my service.

1 (804) 215-6500   00:12
Okay. Oh, I'm so sorry to hear that. How can I help you with that today?

Candance Crisp   00:16
Okay. Can I speak with a manager, please?

1 (804) 215-6500   00:23
Yes, I will connect you directly.

Candance Crisp   00:26
Thank you.

1 (804) 215-6500   00:27

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