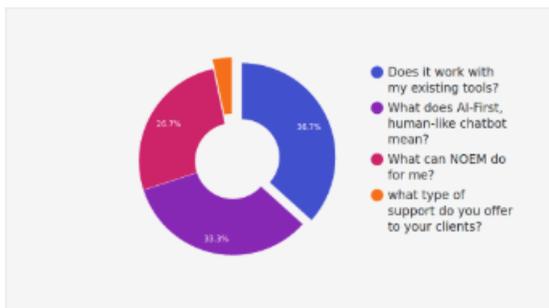


# NOEM.ai Sentiment Analysis Report

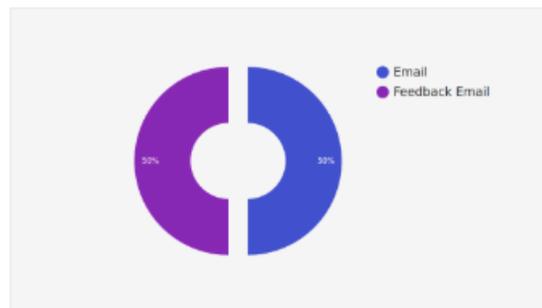
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## Charts

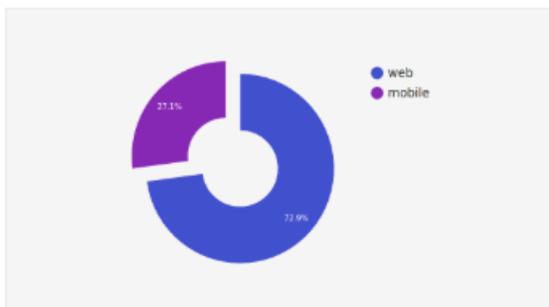
### Prompts



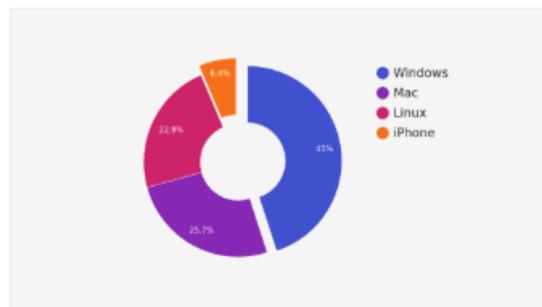
### Escalations



### Communication Sources



### Platforms



## Customer Satisfaction

Metric	Last Week	Previous Week	Change
NPS Score	★★★★★☆☆☆☆ (6.5)	7.4	-12% ↓
CSAT Score	★★★★☆ (3.8)	3.8	1% ↑

- NPS: Net Promoter Score.
- CSAT: Customer Satisfaction Score.

### How to increase your score:

- **Integration & pricing clarity:** Publish a single Integration & Plans page that clearly lists supported integrations (Make.com status, Shopify guide link, WordPress limitations) and free-plan features/limits. Include: clear callouts for native vs. workaround integrations, step-by-step setup guides, ready-to-import Make.com templates and REST API examples, and a persistent 'Contact for setup' CTA for users needing direct help.
- **Privacy, security & trust:** Create a Trust Center with verifiable security and privacy details and easy controls: publish security docs (SOC2/ISO or equivalent), data usage and retention policy, an opt-in/opt-out toggle for data aggregation, team bios/photos, customer logos/testimonials, and a self-serve demo/trial request form or scheduled live demo option.
- **Usability, onboarding & product polish:** Ship onboarding improvements focused on immediate value: add visual presets and example templates, a one-click 'Submit feedback' button that sends concise reports, a built-in 'Generate TTS-ready script' or 'Short summary' output option, and offer an in-chat setup checklist or mini vs. detailed guide selector during initial flows.

## Customer Satisfaction

Metric	Last Week	Previous Week	Change
NPS Score	★★★★★☆☆☆☆ (7.0)	7.2	-3% ↓
CSAT Score	★★★★☆ (3.8)	3.9	-4% ↓

- NPS: Net Promoter Score.
- CSAT: Customer Satisfaction Score.

## Thread Analysis

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Significant increase in thread count.

Metric	Last Week	Previous Week	Change
Thread Count	730	697	5% ↑
 Avg. Messages per Thread	8	8	Some
 Positive Sentiment	52	28	77% ↑
 Negative Sentiment	16	13	18% ↑
 Emailed Human	8	0	100% ↑
 Issue Reported	4	3	27% ↑
 Zendesk Tickets Created	63	44	37% ↑

Click [here](#) to view threads.

## Recommended Action Plan

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Based on the analysis, here is a prioritized action plan:

### Immediate Action Plan

Stabilize core customer-friction points and restore essential account/promotion visibility within 30 days.

#### Tasks:

1. Restore rewards balance visibility in the rewards page or provide a secure alternative balance check until the page is fixed.
2. Verify and surface current stock/price/links for the top products with direct add-to-cart actions.
3. Implement a mandatory clarifying question flow when a product is not provided or preferences are missing (e.g., ask for size and budget).
4. Provide a concise, compliant explanation of Loyalty Point eligibility and ensure a working promo application path at checkout.

## Near-term Action Plan

Enhance catalog reliability, searchability, and self-serve customization to reduce back-and-forth and improve decision speed.

1. Build a real-time product catalog feed with up-to-date stock, prices, and imagery for sizes and options.
2. Add a side-by-side product comparison feature (name, diameter, material, price) to help users compare top options quickly.
3. Strengthen the Build-Your-Own customization flow: confirm availability of SKUs, licensing status, and provide direct links/images for each choice.
4. Improve promotions integration: auto-apply valid discounts with clear eligibility checks and item-level exclusions.
5. Implement a streamlined order-status/search workflow that can locate orders by multiple identifiers (email, order number, alternate IDs) and provide ETA data where possible.

## Long-term Action Plan

Institutionalize a scalable, personalized, and compliant experience that expands catalog breadth and decision-support capabilities over 6 months.

1. Deploy a personalization engine that presents 3 tailored product picks based on saved preferences (budget, size, environment) and usage context (outdoor/indoor).
2. Establish automated stock-alert and waitlist features for requested products to reduce out-of-stock frustration.
3. Create a safety/usage guidance module for top products with clear best-practice recommendations and warnings.
4. Launch a transparent popularity-ranking framework with defined metrics (sales, ratings, views) and publish quarterly top picks.

## Online Reviews

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- G2 Crowd
- Apple store Reviews
- Yelp
- ...etc

## Chatbot Shopify Search Analysis

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Analysis of 269 searches made on the Shopify store.

Shopify Searches	Last Week	Previous Week	Change	% of Searches
[Product Search 1]	120	100	20% ↑	45%
[Product Search 2]	29	12	142% ↑	11%
[Product Search 3]	15	15	Same	5.58%
[Product Search 4]	12	7	71% ↑	4.46%

## Zendesk Ticket Analysis

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Analysis of Last 100 Zendesk tickets.

- Cancellation & refunds: High volume of requests to cancel orders and issue refunds (including partial refunds and refunds for wrong/unused items).
- Shipping updates & address changes: Multiple inquiries about changing shipping addresses, holding packages at UPS Access Points, and delivery issues.
- Stock & product availability: Customers asking if items are back in stock or still available for purchase.
- Order status & verification: Frequent questions on order verification, holds, and how to proceed when payment or verification fails.
- Customer contact & follow-ups: Numerous missed calls and requests to follow up; customers expect timely callbacks or messages.

Metric	Value
 Tickets Reviewed	100
 Open Tickets	34
 Oldest Open Ticket	10/13/2025
 Closed Tickets	66
 Avg. Time to Close	5 hours

## Classification Analysis

The top classifications of topics discussed with the chatbot.

Classification	Last Week	Previous Week	Change
Product Inquiry	523	523	-5% ↓
Sales	406	408	-5% ↓
Support	94	75	20% ↑
Order Status	59	39	44% ↑
Technical Issue	48	37	24% ↑
Billing	34	36	-10% ↓
Account Management	33	28	13% ↑
Complaint	9	9	-5% ↓

