

Pulse User Guide

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Overview

Pulse is a sentiment analysis tool for businesses looking to improve customer experiences and make operational changes, essentially giving you the **pulse** on your business. Sentiment analysis is the process of identifying topics and associating positive or negative sentiment around those topics. Our in-house algorithm breaks up reviews into individual statements. It then assigns sentiment scores for key topics it finds within the statement.

Pulse is an algorithm built in-house using Natural Language Processing designed specifically for industries of businesses with brick and mortar locations. The industry standard accuracy rate for sentiment analysis tools is around 70-80% while our tool is averaging at 85% accuracy! Natural Language Processing is challenging due to instances of slang, misspellings, poor grammar, emoticons, and more. For example, look at the word cold. *Cold* pizza is very negative but there's nothing better than a *cold* beer! Again, the industry average is that 25% may be inaccurate. Pulse should simply provide you with a temperature of how your locations are doing.

1. A review gets submitted to your business listings and gets pulled into the dashboard
2. The Pulse algorithm will identify topics that have a strong negative or positive aspect
3. Our sentiment algorithm will determine the level of the positive or negative aspect of the topic based on the verbiage surrounding the topic
4. We then build reports and charts to easily indicate what topics customers are talking positively or negatively about

Accessing Pulse in the Dashboard

You can access Pulse through this tab

Navigation Menu: Snapshot | **Pulse** | Reviews | Chatter | Media | Listings | Rankings | Review Builder | Workflow

Location: All (50)

REVIEWS
Last 30 days: **580** ▲ 1%
Total: **19,634**

LISTINGS
Added in last 30 days: **4** ▼ 73%
Locations listed with Google Maps: **100%** 0%

WEB RANKINGS
Stores on page 1 on Google Maps: **6**
Stores before page 5 on Google Maps: **34%**

OVERALL SCORE
66

Map Legend: Average Review Rating
Green: Excellent 4 or higher
Yellow: Average between 2.5 and 4
Red: Poor under 2.5 or no reviews

Performance Summary
Hover over a region with locations

Summary Reports
Select a single location to see summary reports.

NEGATIVE REVIEWS

- Starbucks, Kansas City, MO
GOOGLE ★☆☆☆☆
This locations service was dispicable. I usually love and tolerate Starbucks' service, but yesterday...(more)
Addison Funk Apr 18, 2017
- Starbucks, Santa Clara, CA
GOOGLE ★☆☆☆☆
Terrible internet. waste of time
Atiq Rahman Apr 17, 2017
- Starbucks, New York, NY
GOOGLE ★☆☆☆☆
Horrible employees
Sophia Corst Apr 16, 2017

[Manage My Reviews](#)

POSITIVE REVIEWS

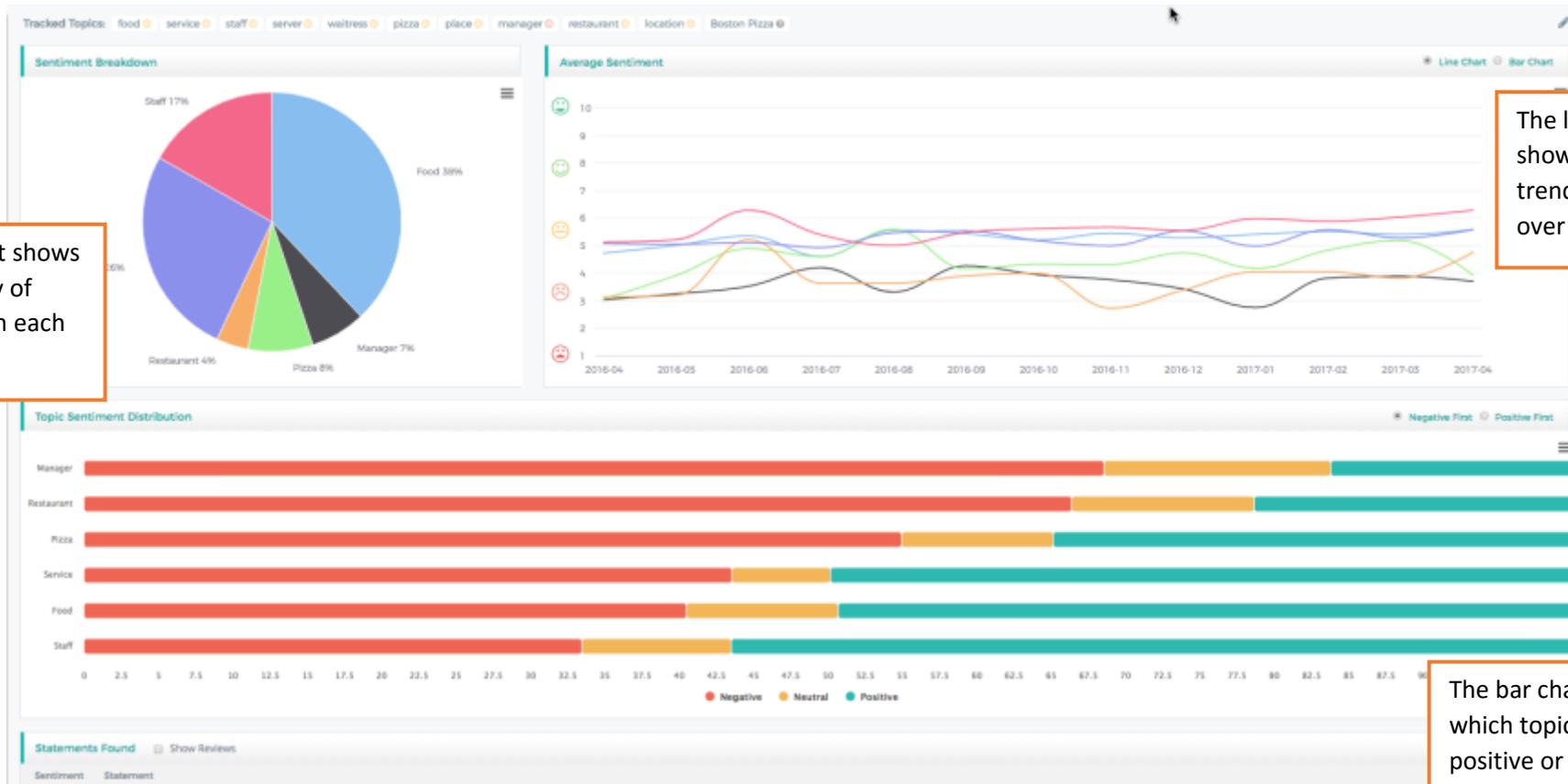
- Starbucks, New York, NY
GOOGLE ★★★★★
David Nelson Apr 18, 2017
- Starbucks, New York, NY
GOOGLE

When you first open the tab you will find a list of keywords that our algorithm identified as strong topics that people were talking about

The piechart shows the quantity of reviews with each topic

The line chart shows historical trends of topics over time

The bar chart shows which topics are more positive or more negative across all instances in the selected time period



To start, the dashboard automatically pulls in a group of topics based on your history of reviews and determines what subjects are being mentioned with significant positive/negative aspects.

Click here to add, edit, or remove topics

Tracked Topics: service 😊 food 😊 staff 😊 coffee 😊 bathroom 😊 barista 😊



Topics

x service 😊 ✎ x food 😊 ✎ x staff 😊 ✎ x coffee 😊 ✎ x bathroom 😊 ✎ x barista 😊 ✎

Close

Save

If you click edit, it will bring you to this screen. To add a topic Pulse has not identified, simply type in the word in the white space and hit enter. Our system will begin processing all of your reviews to look for positive/negative mentions of that topic (which may take up to 24 hours). To delete a topic, click the X on the left side of the word.

Topic

staff

Subtopics ?

staff

Track all occurrences of "staff"

barista



Track all occurrences of "barista"

manager



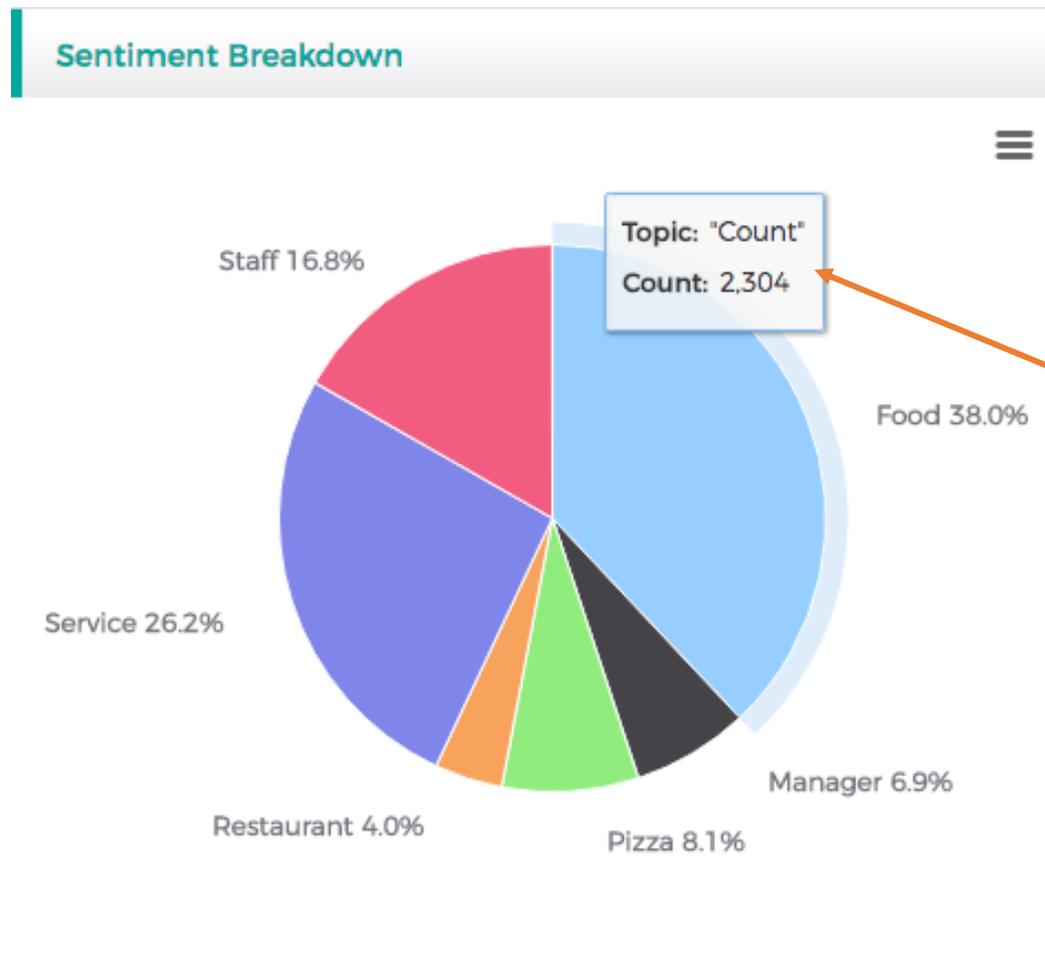
Track all occurrences of "manager"

Add Subtopic

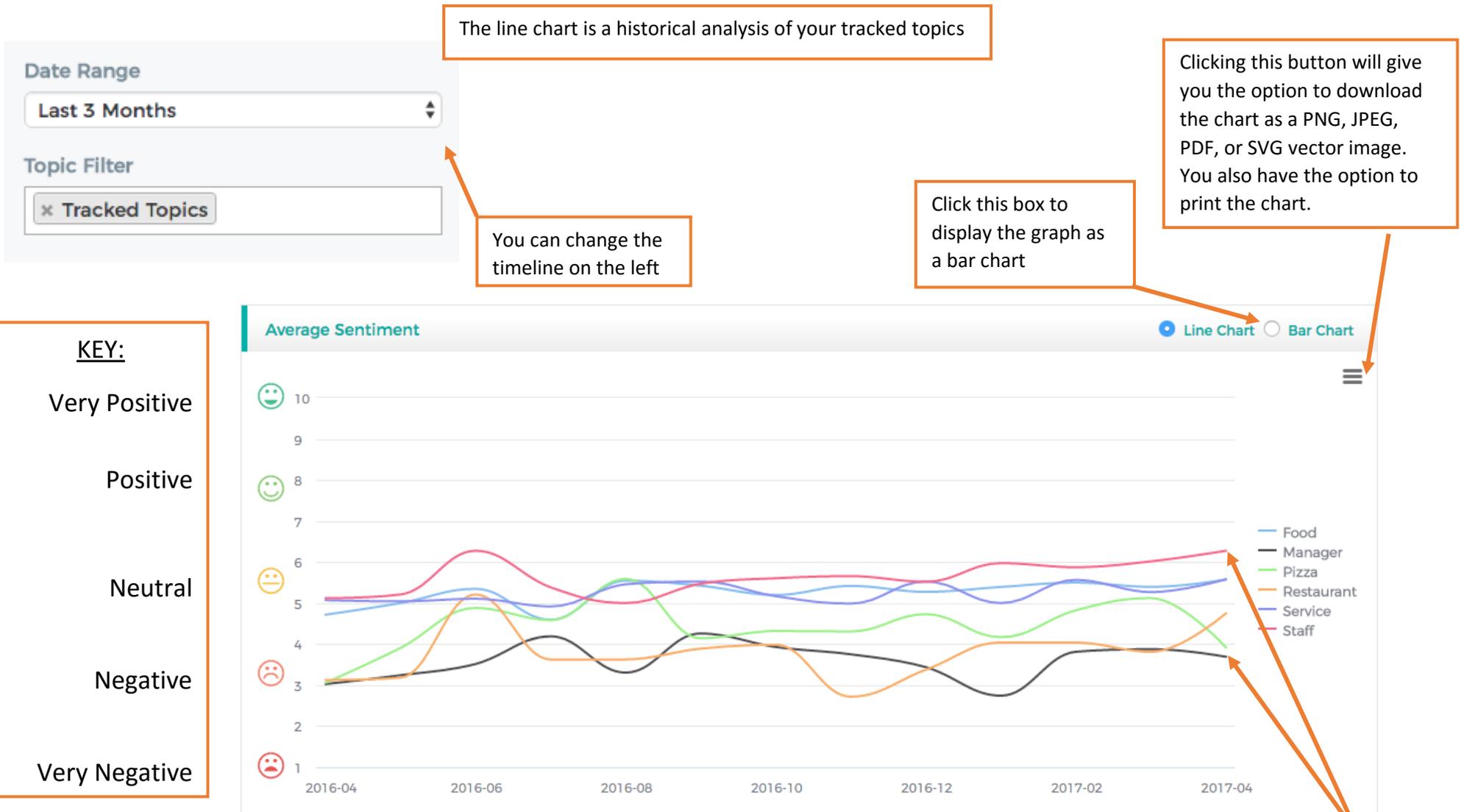
To edit a topic, click the pencil on the right of the word. When you edit a single topic, it will give you the option to add subtopics. So in this case, we want mentions of barista or manager rolling up to the overall topic of staff. This is a great way to track variations of a similar topic. By default, the algorithm will still only find occurrences with a significant positive or negative emotion. Select track all to display all occurrences of that topic.

The pie chart shows the number of instances that the topic was mentioned.

You can quickly see which topics are being identified the most on a percentage basis.

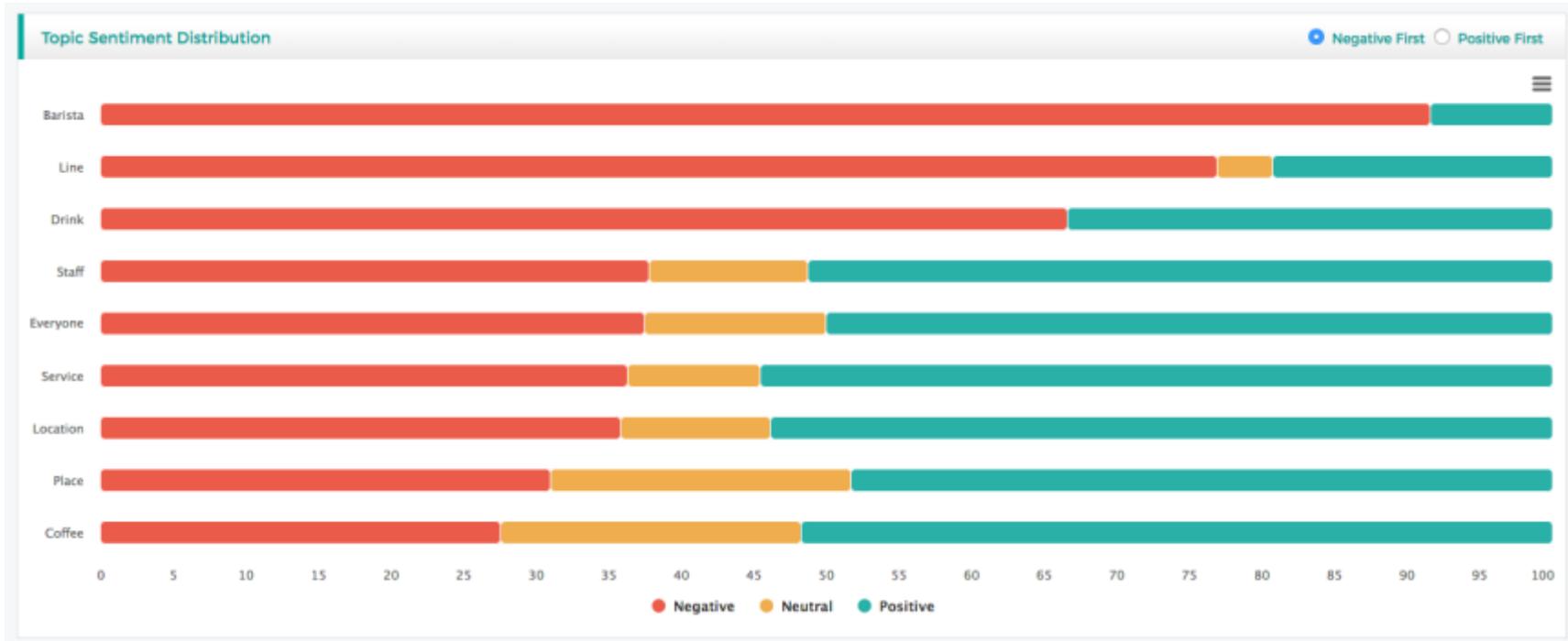


To see the total count, roll over a section of the pie chart.



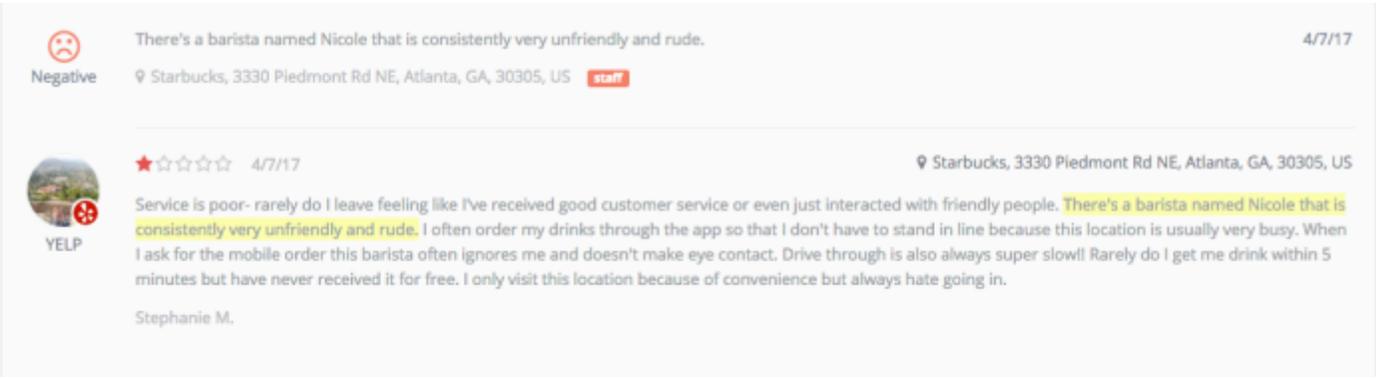
The line chart displays trends on topics over the selected time period. In this example of a pizza chain, you can see the line for staff is significantly more positive than the line for manager and pizza is dropping dramatically in the past couple of months. Based on these insights, businesses can make changes at the store level and improve the customer experience.

Detect the tone and temperament of all topics over the time period selected with your filter. Use this bar chart to determine what elements of your business are working and not working.



For example, in the chart above, barista and line are major issues since there is a large percentage of negative mentions. Coffee and place are both more positive.

We break down each review to individual statements and then analyze each to identify topics and determine the sentiment of each topic. Based on that, the overall statement receives a sentiment score from very positive to very negative.



Sortable options include:

By default, this section will only show the statements identified. Clicking the show reviews checkbox, you will see the review that contains the original statement.

Sentiment	Statement	Review Date
Neutral	Overall, it was a pretty civil place on the rooftop, and the rooftop security did their job well – the lobby security , not so much.	4/10/17
Positive	The food was good and the wait staff was friendly and helpful.	4/10/17
Negative	As soon as I tried to see what the receipt was after getting a table and bottle service the server ripped it off my hand and said he had already sign it and couldn't change it after he had left a very generous tip for a terrible server at the end.	4/10/17

Pulse in the Reviews Tab!

The screenshot shows a 'Reviews Found' section with filters for 'Date Created', 'Descending', and 'Display All Reviews'. A search bar and a 'Download' button are also present. Two reviews are displayed for a Starbucks location in Dallas, TX. The first review, by Christina G. on FOURSQUARE, is dated 4/13/17 and has a sentiment topic of '+ parking'. The second review, by Christina G. on YELP, is also dated 4/13/17 and has sentiment topics of '+ staff', '+ guy', and '+ parking'. The review text describes a negative experience with a 'barista'.

All sentiment topics are visible in the reviews tab under each review. By default these are the topics our system has identified. The sentiment of those topics are color coordinated from green (positive) to red (negative). A check mark next to the topic means that it is currently being tracked on the Pulse tab and a + means it is not currently tracked and you can add it.

When you select a topic to add, you will see a popup that allows you to track this as a core topic or as a subtopic.

The popup is titled 'Not Tracked' and shows a sad face icon with the word 'Negative' below it. The topic 'parking' is displayed. A blue button labeled 'Track this Topic' is visible. Below this, the text 'Track as sub-topic of:' is followed by several topic buttons: 'service', 'food', 'staff', 'coffee', 'bathroom', and 'barista'. The 'barista' button is highlighted with a red border and a sad face icon, indicating it is the selected sub-topic.