

Insights Dashboard Explainer

Insights Overview

Alchemer Digital Insights allows you to dig into open-ended feedback received across App Store Reviews, Messages, and free-form Survey responses.

Through machine learning, Insights identifies and stack ranks significant phrases found across all open-ended feedback, visualizing how your customers feel. This tool helps bring the WHY behind the data you see today.

We've made a video walkthrough to help familiarize yourself with the tool.

Sentiment Adjustment

Alchemer Digital's automatic sentiment analysis is based on machine learning. Like us humans, it's not always perfect, and you may occasionally notice an incorrect attribution of sentiment attached to feedback on your Insights page. While this value was previously fixed and could not be adjusted, we've now added the capability to manually adjust sentiment scores on the fly.

