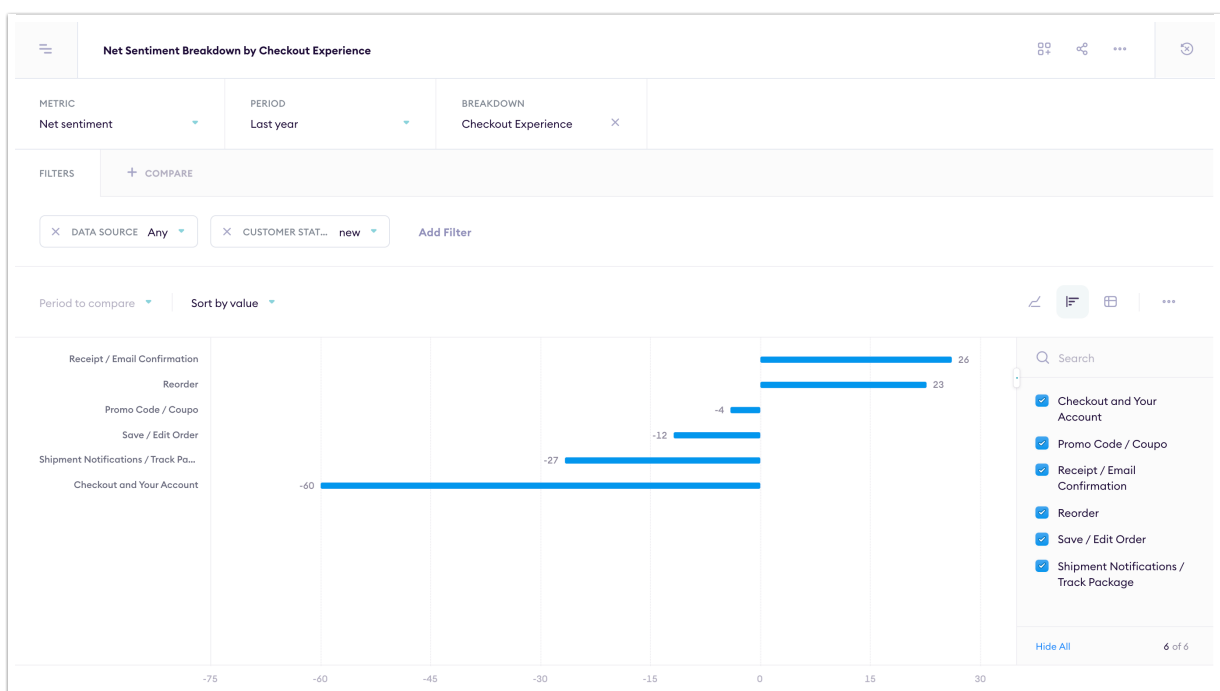


Using Segmentation to Get More Granular Insights

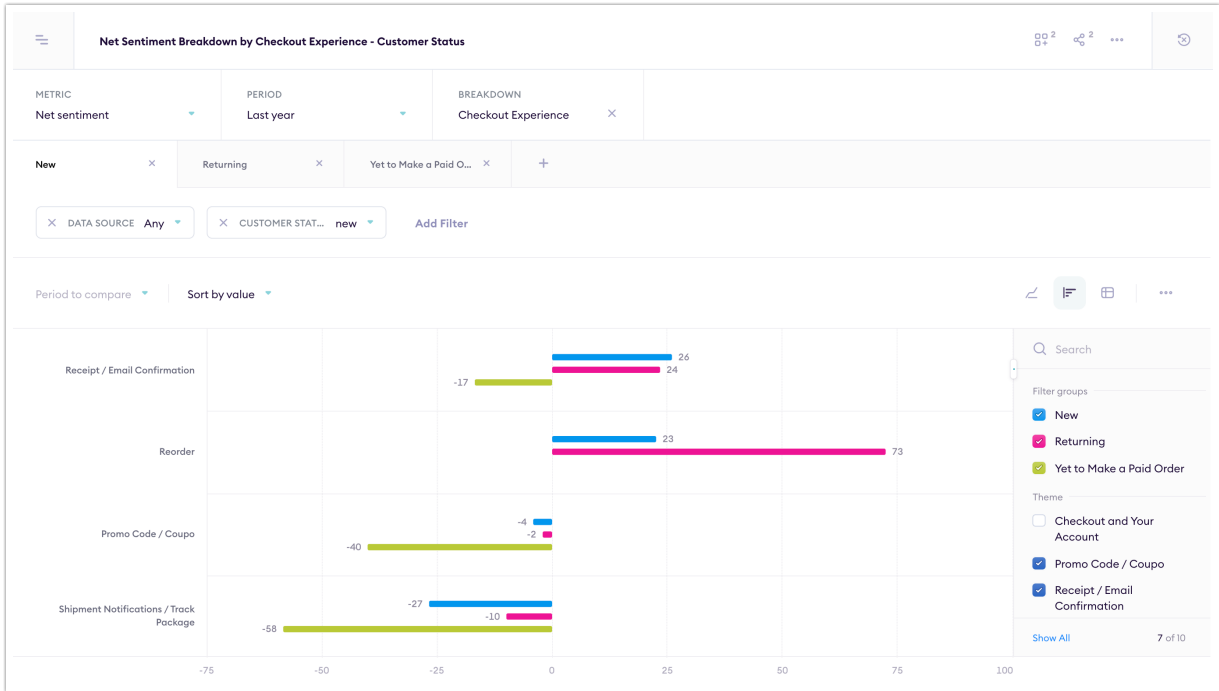
Segmentation

As a Alchemer Pulse user you'll be familiar with the process of viewing Net Sentiment or NPS whilst applying a breakdown (i.e. Checkout Experience in the example below). This is a powerful feature of our tool that allows you to discover the key drivers of positive and/or negative sentiment within your customer base.



Applying segmentation when viewing charts allows you to drill down on how specific customer groups are responding to your platform/service.

Using the charts below as an example, if this user were to not apply segmentation via our multi-series feature, looking at the key drivers of net sentiment alone then they'd be missing out on some key insights on the difference in experience between new and returning customers.



Related Articles