Insights

Insights are short snippets of text that Alchemer Voice pulls from your recorded meetings, phone calls, and support tickets. Each insight is a micro-summary that captures a concept, a need, or a request voiced by someone in your audience. To learn how insights are extracted and how to edit them, see How insights are generated.

Applying filters lets you narrow the insights you are looking at so you can model a specific scenario, such as open opportunities, target accounts, or current customers. Once your filters are in place, use Create Topic Set to identify the specific topics being discussed and reveal the bigger picture across the set.

The Ask the Analyst feature works on whichever insights you are currently viewing or filtering to.

You may have some or all of these insight types available depending on the nature of your business (eg, B2B vs B2C).

Jobs

A Job insight captures a task the speaker has specifically mentioned wanting to accomplish, expressed in the form "I want to do X so I can achieve Y."

Jobs fall into one of five categories.

Category	Description
Sales	A job tied to part of the sales process, such as requesting pricing, understanding competitors, or signing contracts.
Non-functional	A job the speaker needs to complete but not necessarily through a function of the product or solution being discussed, such as driving usage and adoption, preparing reports for other teams, or satisfying IT and Security requirements.
Functional	A job the speaker needs to complete that they expect or require the product or solution being discussed to perform. These are typically specific to your offering.
Deployment	A job that relates specifically to implementing or deploying the product or solution, such as integrating with other systems, planning a rollout, or training users.
None	A catch-all category for jobs that do not fit any of the categories above but still appear to relate to a task the speaker needs to perform.

Solutions

Solutions are insights collected from internal participants in roles such as Sales Engineer or Solution Consultant. They capture moments where an expert is explaining to a prospect or customer how their goals can be met using your product or service.

Consultants often describe how software will work in the customer's environment, and sometimes how processes need to change or customizations need to be applied to meet a need. These insights can be highly valuable to customer success and product teams who want to understand how the solution was positioned against the customer's needs. They can also support internal training by helping teams present functionality consistently across the consulting group.

Solutions fall into one of the following categories.

Category	Description
Process	The consultant describes how the customer can change a process on their side in order to use functionality in the product.
Customize	The consultant describes how the product can be customized to meet the customer's need.
Feature	The consultant describes how existing functionality meets the customer's need.
None	The consultant explains that the product cannot meet the need being discussed.

Pain and Impact

Pain and Impact insights capture how a prospect describes the difficulties they are facing and the problems they want to overcome, along with the value they would gain by resolving those issues.

Both Pain and Impact can be expressed either emotionally or rationally. This distinction is especially useful for marketing teams who want to understand how customers articulate their difficulties and the language they use, so they can design messaging campaigns around it.

Needs analysis

Needs analysis insights are generated during conversations at a very early stage in the sales pipeline, typically the first call a business development representative has with a prospect.

These insights aim to capture the prospect's immediate understanding of the value proposition presented to them, and whether they believe it applies to their situation.

Category	Description
Undiscovered need	The prospect does not recognize the value of the proposition, or does not believe it applies to their situation.

Category	Description
Discovered need	The prospect agrees that the proposition has value and recognizes that it applies to their situation.
Intent	The prospect agrees with the value proposition and is actively seeking a solution for their situation.
Unknown	The category of the needs analysis could not be determined. This usually happens when the prospect has not engaged in the discussion, for example during an unwanted cold call.

Tasks

Tasks are extracted from support tickets, when that integration is in place. A task represents the reason the support request was raised, along with any actions completed while resolving it.

Features

Features capture requests for changes or enhancements to the product being discussed.

Features fall into one of the following categories.

Category	Description
Request	A direct request for a new product feature or capability the speaker wants.
Enhancement	Functionality that the product partially provides or could be configured to perform, but that needs improvement.
Configuration	Additional configuration options needed to meet the speaker's requirements.
Service	Additional services or support, such as training, that would help the audience use the software. These are not necessarily technical, in-product features, but they may be additional services the audience is interested in.

Effort

The Effort insight type captures friction a customer experienced, and is expressed in the form "I had to (effort) in order to (goal)." Reducing this kind of friction is one of the strongest drivers of customer loyalty, so these insights are especially valuable to customer success and support teams looking to cut down on effort in their processes.

These insights help you spot where friction is wearing down customer loyalty.

Effort falls into one of five categories.

Category	Description
Repeat contact	The customer had to contact you more than once about the same issue.
Channel switching	The customer had to move from one communication channel to another, such as from chat to a phone call, to get help.
Repeating information	The customer had to explain the same issue or details more than once.
Transfers	The customer was passed between agents, teams, or departments.
Emotional effort	The customer had to manage their own frustration, persistence, or stress to get the issue resolved.

Emotion

The Emotion insight type ties a situation to how it made the speaker feel, and is expressed in the form "(situation) makes me feel (emotion)." Because these insights are analyzed one emotion at a time, they help you understand which situations most often drive joy, frustration, anxiety, and so on - valuable for spotting where an experience is delighting or alienating customers.

Emotion falls into one of eight categories, arranged in four opposing pairs.

Looking at one emotion at a time can help you spot the moments that delight your audience and the moments that alienate them.

Category	Description
Joy	Happiness, delight, satisfaction, gratitude, or relief. The opposite of Sadness.
Sadness	Disappointment, loss, frustration, grief, or regret. The opposite of Joy.
Trust	Confidence, reassurance, loyalty, or a sense of safety. The opposite of Disgust.
Disgust	Distaste, contempt, or feeling let down or repelled. The opposite of Trust.
Fear	Anxiety, worry, nervousness, or apprehension. The opposite of Anger.
Anger	Frustration, annoyance, irritation, or outrage. The opposite of Fear.
Anticipation	Interest, expectation, hope, eagerness, or curiosity. The opposite of Surprise.
Surprise	Astonishment, being caught off guard, or amazement. The opposite of Anticipation.

Value

The Value insight type names a specific, concrete benefit and the deeper value behind it, and is expressed in the form "I value (benefit) because it (value)." These insights help product and marketing teams understand which benefits customers actually care about, in their own words.

Value falls into one of four tiers.

Category	Description
Functional	The benefit helps the speaker accomplish a practical task, such as saving time, reducing cost, reducing risk, or simplifying a process.
Emotional	The benefit changes how the speaker feels, such as reduced anxiety, a sense of reward, nostalgia, or wellness.
Life-changing	The benefit brings a lasting improvement to the speaker's life, such as hope, self-actualization, or a sense of belonging.
Social impact	The benefit extends to other people or to society.

Force

The Force insight type captures a single factor pushing the speaker toward, or holding them back from, a decision to switch - to adopt, upgrade, renew, or leave a product or service.. It is expressed in the form "because it (effect)." A switch only happens once the forces driving change outweigh the forces resisting it, so these insights are especially useful for understanding renewal and churn risk.

Understanding which forces are in play can help you gauge the risk of a customer not renewing or leaving.

Force falls into one of four categories.

Category	Description
Push	Dissatisfaction or friction with the speaker's present situation.
Pull	The appeal of new capabilities or outcomes.
Anxiety	Fears or uncertainty about adopting a new approach.
Habit	Comfort with, or investment in, the speaker's present method.

Related Articles