

Company Description Setup

Overview

Your company description gives Alchemer Voice the business context it needs to interpret conversations and feedback accurately. It is organized into three sections, Product and Service, Team and Process, and Competitive and Market, so you can describe different aspects of your business separately. When the descriptions are clear and specific, the platform better understands your brands, products, and market, which produces sharper insights and more reliable topic generation. A few minutes spent on strong descriptions can noticeably improve the quality of the insights you receive.

Why the company description matters

Alchemer Voice uses your company description sections when creating insights, writing summaries, and in the Analyst. A precise, detailed description leads to:

- Sharper, more relevant insights.
- Better segmentation in reports and more accurate topic generation.

Write and save your company description

Follow these steps to add or update a company description section.

1. In the left navigation, select **Admin**, then the **Company** tab.
2. Under Company description, choose the section you want to update: **Product and Service**, **Team and Process**, or **Competitive and Market**.
3. Draft up to 800 words for that section, covering the details in the table below.
4. Keep the writing concise and as specific to your organization as possible.
5. Review the draft with your team to confirm it is accurate. Alchemer Voice can also help you review the draft.
6. Select **Save**, then repeat for the other sections.

Revisit your descriptions on a regular basis and update them whenever your business changes, for example after an acquisition or a shift in the services you offer.

What to cover in each section

Section	What to cover
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Product and Service	Your company, its services, and your product and feature breakdowns.
Team and Process	Your organizational structure, processes, internal personas, and domain-specific terminology.
Competitive and Market	Your competitors, your ideal customer profile, and market positioning.

Best practices

- Write in the voice of your customer, using the words and phrases they would use.
- List alternate brand or product names that customers might use.
- Update the description whenever major services or target markets change.
- Do not include sensitive or confidential information.

What to avoid

- Exceeding the 800-word recommendation for a section.
- Using generic buzzwords in place of language that is specific to your business.

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