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.

The Company tab (Admin > Company) holds two settings: your company description, which Alchemer Voice uses as background context, and a list of internal email domains. The description is not shown to your customers.

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. A word counter shows your count out of 800 and turns red when you go over.
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**. Save applies to all three sections at once, and leaving a section empty clears it.

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.

Your company description is used as context when Alchemer Voice processes content. If you want existing content re-processed after a change, contact Alchemer Support.

What to cover in each section

Section	What to cover
Product and Service	Your company, its services, and your product and feature breakdowns. Include all brands and products you support, alternative names customers use, and regional or country operations if relevant.
Team and Process	Your organizational structure, processes, internal personas, and domain-specific terminology, including integrations or tools your teams talk about.
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.

Internal email domains

Internal email domains lists the domains that belong to your company. Alchemer Voice treats anyone using these domains as internal, and uses this to:

- Work out which conversation participants are external, so insights are about customers rather than colleagues and accounts can be detected from external attendees.
- Decide whether email threads are imported. Threads are only imported where there is an external address.

Enter the domain only (such as company.com), not a full email address. Domains are saved in lower case, and you cannot add the same domain twice. Add every domain your colleagues use, including those from acquired companies or alternative brands.

Permissions

The Company tab needs the **Manage company** permission, which the built-in Admin role has. Without it, the Company tab is not shown.

Related Articles