

“keatext

Keatext for Marketing Agencies



As a decision maker at your marketing agency...

You're always hunting for innovative ways to position your agency that set you apart from competitors. At the same time, you are deeply focused on client success, ensuring high performance and accountability.

2024 has shown us that **AI has the emerging potential of a massive differentiator** for agencies who can use it right. But that seems to be an elusive goal: most agencies lack AI expertise and the budget to invest substantially in this kind of technology. Can agencies flip the script and integrate AI in their service offering?





Your priority is to build an innovative service offering.

Today, prospective clients are looking for the “agency of tomorrow” that embraces new technology. The ability to understand **unstructured data from the voice of the customer** empowers your agency to be responsive to market trends and measure the impact of marketing initiatives on customer satisfaction in real time.

89%

of companies compete on customer experience ([Forbes](#))

90%

of customer satisfaction data is unstructured ([Gartner](#))



We help you understand the voice of the customer.

Keatext equips your strategic planners and data analysts to understand unstructured data and improve client outcomes by:

- **Unifying insights** from surveys, reviews, social media, and contact center tickets
- Building and sharing self-serve dashboards for client projects
- Reporting on **key drivers of satisfaction** and tracking unforeseen issues
- Suggesting impactful client strategies from **AI-based recommendations**
- Ensuring accountability through transparency by measuring the effectiveness of marketing strategies and campaigns in real time



No need to be an AI expert: Keatext does it all for you.

Your agency might not have the bandwidth to set up a complex technology platform for all your clients. **Keatext is a cloud-based platform with no setup required**, making it easy to start leveraging AI-powered insights for client projects.

1. Unify

Consolidate unstructured data from your clients with an easy CSV import process or through integrations

2. Analyze

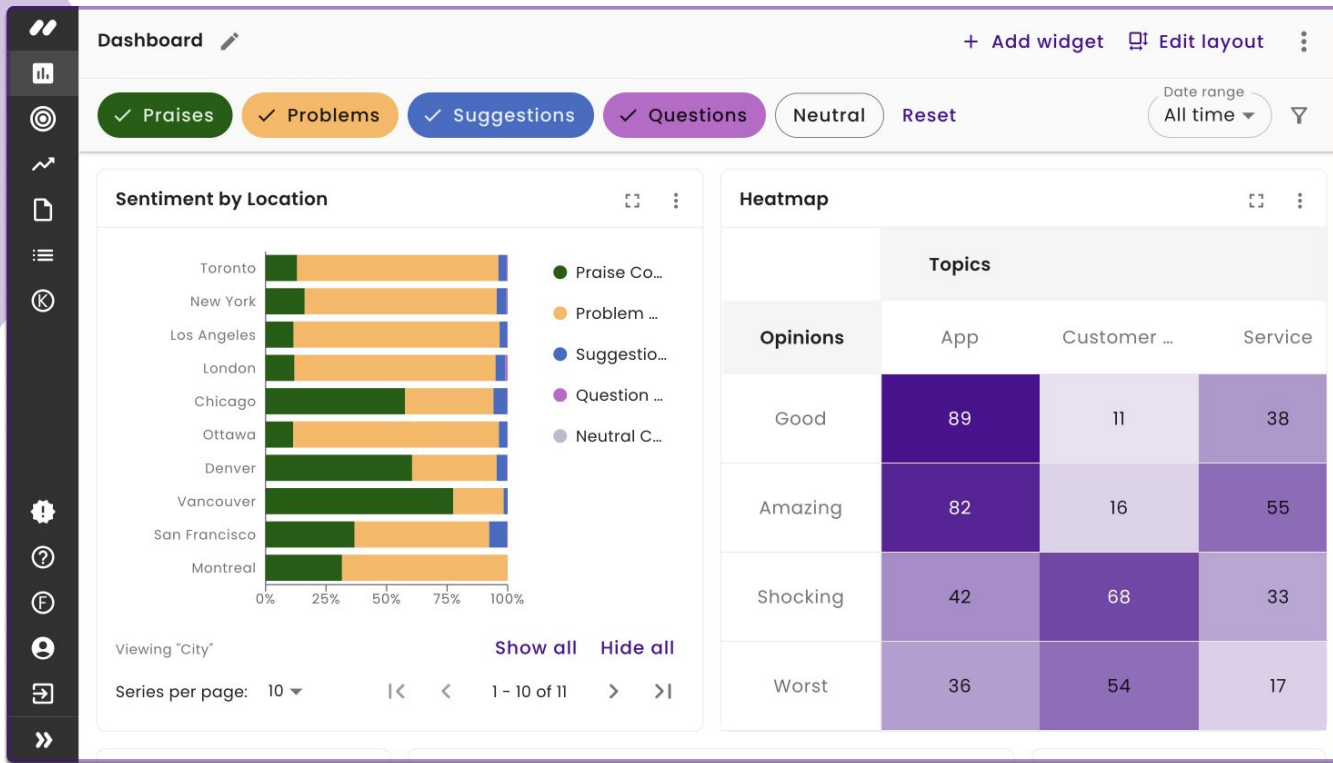
Identify what drives satisfaction and negative sentiment, and drill down into the data for granular insights

3. Act

Recommend and prioritize ways to deliver stronger customer experiences that your team can take directly to clients



Customizable Dashboard





AI-Based Recommendations

Filters 10 of 10 topics

Focus recommendations Date range: All time

food
For the food, the company could 1. Ensure timely delivery and offer options to warm up food. 2. Improve accuracy and quality control of orders. 3. Provide better customer service and address any issues...
[More details](#)

driver
For the driver, the company could 1. Implement stricter training and guidelines. 2. Provide clear and direct communication channels. 3. Ensure proper adherence to safety protocols. 4. Improve order...
[More details](#)

customer service
For the customer service, the company could 1. Increase the number of human representatives available to assist customers 2. Train customer service staff to be more empathetic and understanding 3...
[More details](#)

< 1 - 3 of 6 > [Export Recommendations Summary](#)

Export List | **Chart**

40%
food app service



Key Driver Analysis

Filters		10 of 10 topics	
0 topic selected		Hide	Tag
		List	Chart
TOPICS	IMPACT ↑	KEY OPINIONS SUMMARY	COMMENTS
<input type="checkbox"/> food	 ↓ 5.47%	There have been multiple issues with the food, including it being served cold, not arriving at all, experiencing delays, not being enough, and never being received. View more on the analysis page	309
<input type="checkbox"/> driver	 ↓ 3.66%	The driver's issues include making wrong decisions, not receiving any offers, facing various problems, not having enough resources, and encountering shocking situations. View more on the analysis page	236
<input type="checkbox"/> customer service	 ↓ 2.78%	The customer service received was shocking, the worst, and terrible, with no effort made to address or resolve the issues and blatant ignoring of the customer's concerns. View more on the analysis page	425
<input type="checkbox"/> restaurant	 ↓ 2.12%	The restaurant is currently closed and not offering any services, resulting in a negative experience for customers who are dissatisfied and placing blame on the establishment for not providing better options.	160



Transform your agency with insights from unstructured data.

With Keatext, your agency can expand revenue per client, winning larger retainer agreements through our cutting edge insight discovery, and improve client retention by clearly articulating the value your agency brings to the table. And the most important thing: you can increase ROI for your clients by delivering an unforgettable service.

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EXPRESS**

brother

intelcom

Lenovo

intuit

orange™

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Integrate AI in your marketing agency's service offering

[Book a demo](#)