

**Before making a purchase,**  
**95% of customers read reviews.**  
**And a display of reviews can**  
**Increase conversion by 270%.**

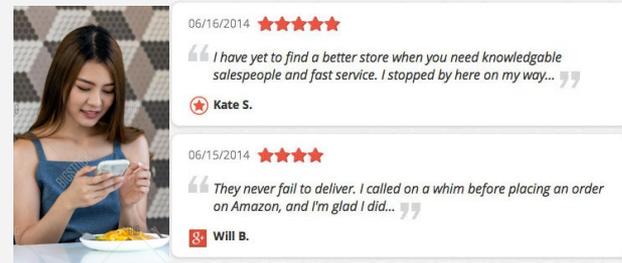


# VOICE OR NOISE? LET'S FIGURE YOUR CUSTOMERS' PROBLEM.



## Problem of Plenty

Consumers are stuck dealing with millions of reviews with no clear verdict



## Confusion

Individual reviews and comments do not reflect holistically in the final ratings



# Say Hello to Enixta's **SMAARTPULSE**

Your partner in empowering customers to make informed decisions by helping them read appropriate portion of the review that they deeply care about



**1.**

**Eliminates confusion**  
in a consumer's mind, arising  
from thousands of puzzling  
reviews



**2.**

**Shortens purchase  
decision cycle time**  
of a consumer, by generating  
actionable insights



**3.**

**Tells consumers exactly what  
they want to know**  
with desired touchpoints for  
definite delight and ease of  
selection like never before



# Enixta's SmartPulse Means Less Confused Customer



## Impact & Benefits

4x

Improvement in  
Customer Engagement

30%

Improvement in  
Conversion Rate

30%

Reduction in  
Returns

## ENIXTA uses Multi-Aspect Sentiment Analysis (MASI)



Sentiment Analysis of  
Emotions & Feelings



Qualitative and  
Quantitative Insights



Product Scores for  
Easy Decisions



Holistic Review  
Coverage



# SmartPulse: A Perfect Fit for E-Commerce

## Customer Reviews Play a Huge Role in the Data Canvas

Enixta's vision is to help customers make the right buying decisions and enhance the customer experience on product offerings

SmartPulse helps  
"Take the Friction Out of User Experience"

## Ability to expand and cater to various categories/brands/products

### Evaluate cancellations and refunds

- Reduce losses through cancellations
- Improve Customer Loyalty approaches to ensure customer repetition and referrals

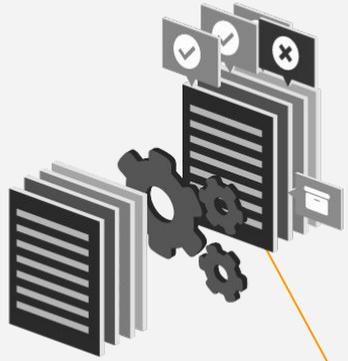
### Process feedback on Seller Ratings

- Adds value with enhanced customer engagement
- Improves conversion



Your Vault of  
Review Data

# How SmartPulse Works



Enixta's Vault of 4 Billion  
Untapped Reviews

## INPUT

Expert Reviews  
Customer Reviews  
Social Reviews

## PROCESS

Pre-processing,  
Sentence  
Segmentation and  
Disambiguation

Sentiment  
Analyzer

## INTERIM OUTPUT

Entity Aspect Polarity  
Entity Aspect Polarity  
Entity Aspect Polarity

## OUTPUT

Actionable  
Insights

## Scaling Focused

- Multi-Lingual Support
- Localization Helps Sell Your Products Globally

Enixta currently works with **Over 200 Categories** to drive  
higher customer engagement on portals





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# Sample Partner Dashboards that Have Worked for Our Clients

[French](#)

[Spanish](#)

[English](#)

# Hospitality Sector Sample

Product summary is auto-generated by our system using the review corpus and thus saving human effort

Based on Plutchik wheel of emotions. This has the ability to influence purchase decisions because users can relate to the other customers emotions and feelings on their experience of the product

## Pune - The Deccan Royaale

### Summary:

Good atmosphere, nice room, central place of location, good food quality, room service is also good, staff also good, clean room and all hotel staff is neat and educated good atmosphere. Nice hotel good facilities but room service was not good need to improve room service otherwise location is well according to money hotel is best had good interiors cleanliness ac was good and hotel is near to city hotel location is easily accessible by taxi or bus good parking. Cooperating staff, Hotel has clean and neat rooms, facilities are good. This hotel is located at prime location in pune also service was very good.

### Emotions Barometer:



Text reviews

Video reviews



ALL FEATURES

64/100



ROOM

45/100



STAFF & SERVICE

59/100



LOCATION

97/100



CLEANLINESS

59/100



FOOD

60/100



VALUE FOR MONEY

73/100



OTHERS

59/100



303 POSITIVE REVIEWS



367 NEGATIVE REVIEWS

# Electronics & Telecom Sector Sample



Aspect wise scores by ENIXTA  
Helps the consumers to read what they  
care about and help them in making  
purchasing decisions



Apple iPhone X (Space Gray, 64 GB)

4.6 ★ 4,473 Ratings & 487 Reviews

₹79,999 ₹92,430 13% off

User Images



All Reviews for Apple iPhone X (Space Gray, 64 GB)

Most Helpful ▼

Overall **Camera** Battery Display Value for Money Performance

4.8 97% Positive feedback 3% Negative feedback

...  
2.Face id does not work half of the time  
3.Camera quality is the best feature of this phone especially the edit tools r awesome  
4.Most

Saurav Prakash ✓ Certified Buyer, Patna 11 Mar, 2018

...recommend this phone if you have bucks!!  
1.Good camera  
2.Speaker sound is mind blowing  
3.Compact

Shobhit Sarin ✓ Certified Buyer, Bengaluru 5 Jan, 2018



# Lifestyle & Grooming Sector Sample




**SMARTSUMMARY**  
Powered by Enlita

**90%** Buysmart Score

**Emotions Chart**

90% Positive Reviews  
 10% Negative Reviews

**LONG LASTING** 85/100  
**TEXTURE** 90/100  
**PIGMENTATION** 80/100

**YOU MAY ALSO LIKE**



LAKME NAIL COLOR REMOVER, 27 ML

₹ 95

**90%** Buysmart Score

LONG LASTING 85/100 | TEXTURE 90/100 | PIGMENTATION 80/100

ADD TO BAG



LAKME EYECONIC KAJAL TWIN PACK

₹ 248 ~~₹ 300~~ 20% OFF

**90%** Buysmart Score

LONG LASTING 85/100 | TEXTURE 90/100 | PIGMENTATION 80/100

ADD TO BAG



LAKME RADIANCE COMPLEXION COMPACT

₹ 143 ~~₹ 166~~ 15% OFF

**90%** Buysmart Score

LONG LASTING 85/100 | TEXTURE 90/100 | PIGMENTATION 80/100

ADD TO BAG



LAKME ABSOLUTE UNDERCOVER GEL PRIMER

₹ 600 ~~₹ 750~~ 20% OFF

**90%** Buysmart Score

LONG LASTING 85/100 | TEXTURE 90/100 | PIGMENTATION 80/100

ADD TO BAG

**ALL** TEXTURE PIGMENTATION LONG LASTING SMOODGE FREE EYE BRUSHING

USER REVIEWS EXPERT REVIEWS VIDEO REVIEWS

**Read Reviews that mention**

**Quality** Long Lasting Texture Experience Pigmentation Price Delivery Discount Worth Colour Black Waterproof

Effect on Eyes Shiny Black Mat Finish Blue Colour Kohl Pencil Glide Smooth **Show More Keywords**

MOST RECENT **90%** Positive Reviews **10%** Negative Reviews **SEARCH KEYWORD**

**Bina** Verified Buyer Jul 24, 2020

This product is of very good quality. Packaging is also very good. It worth the money.

193 70

**Sujata** Verified Buyer Jun 6, 2020

Thank u Lakme India... Got it delivered today from online... So happy to see the lovely Package, so attractive. and great quality...

193 70



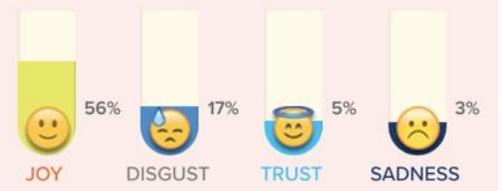
# Automobile Sector Sample

## 2007 Mercedes-Benz S1k-Class

### Summary:

Hard top , the little touches like " " air. I commute 150 miles daily so fun and comfort is key. The sporty red seats and its contrast to silver body is really stunning. The car is obviously poorly engineered. The finish, the interior trim level, the seats, the workings of the convertible hard-top, the little touches like "air-scarf" and the other details all combine to make this car a joy to drive and a pleasure to own. The car (mine's black) is stunning with the top down. It's slow, uncomfortable, gets poor gas mileage and is over priced. It is the perfect balance between comfort and performance. The traction control is very resp... more

### Emotions Barometer:



Text reviews | Video reviews



142 POSITIVE REVIEWS  
 45 NEGATIVE REVIEWS

Click on any of the aspects below to filter reviews

All | Positive | Negative



# We've been recognised..



Enixta was awarded  
**Best Tech for eCommerce**  
at the 11th India Digital Awards, IAMAI



Microsoft  
for Startups

Enixta is a part of  
**Microsoft For Startups**  
A global program providing technology and business  
support designed to help B2B startups quickly scale.



Ministry of Electronics and  
Information Technology  
Government of India

Enixta was ranked in the  
**Top 15 Promising Startups in India**  
A Winner in the NLP category of the recent RAISE 2020  
Summit, recognised by the Govt. Of India



- Let's Partner and Help you Win -

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"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." - Steve Jobs