



1

Eliminates confusion
in the mind of a consumer
arising from thousands of
puzzling customer reviews



2

**Shortens purchase decision
cycle time of consumer**
by generating actionable insights for
products by organizing tonnes of
customer reviews

ENIXTA POWERS...

Flipkart



MARS

SAMSUNG

GIRI DEVANATHAN

FOUNDER AND CEO

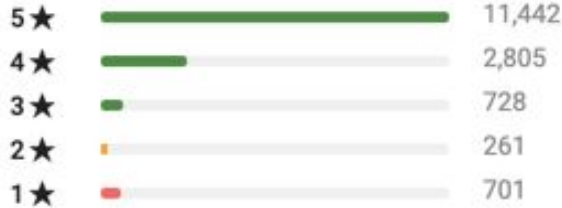
+91 98492 70361

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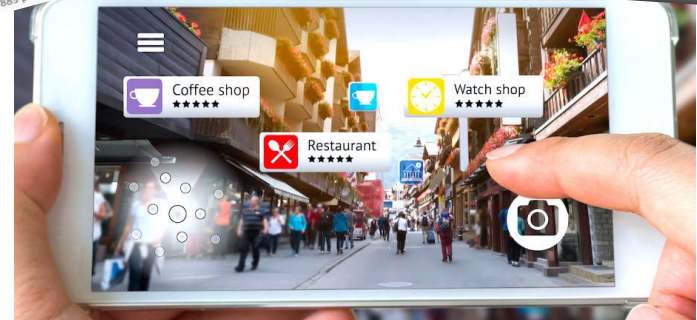
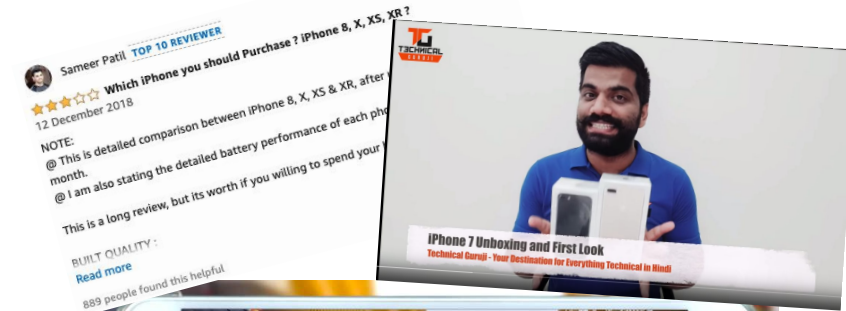
VOICE OR NOISE? HOW CAN YOUR CONSUMER MAKE SENSE OF IT ALL?

4.5★

15,937 Ratings &
1,584 Reviews

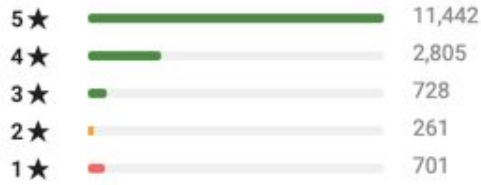


- **Problem of plenty:** Consumer is left alone to deal with gleaning through thousands of reviews
- **Confusion** due to individual comments related to different features not reflected in the composite customer review rating

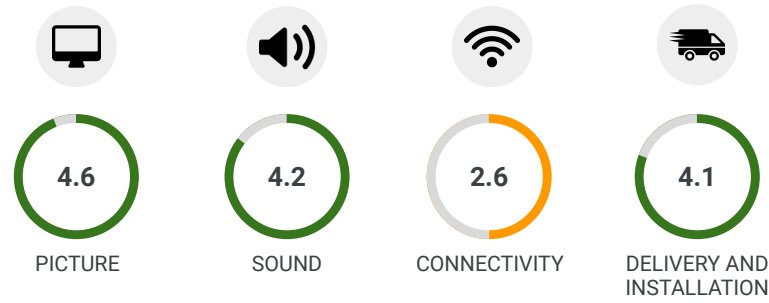


ENIXTA SMAARTPULSE MEANS LESS CONFUSED CONSUMER!

4.5★
15,937 Ratings &
1,584 Reviews



ENIXTA ORGANIZED REVIEWS (MASI)



Confidential

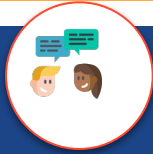
SMAARTPULSE: Empowering customers to make informed decisions by helping them read appropriate portion of the review that they deeply care about

Impact and Benefits

- **4X** improvement in Customer Engagement
- **30%** improvement in Conversion Rate
- **30%** reduction in Returns

ENIXTA uses Multi-aspect Sentiment Analysis (MASI)

- approach to extract
- Sentiment Analysis of the reviews **identifying Emotions and Feelings**
 - Quantitative insights like **number of positive and negative reviews**
 - **Aspects** mentioned in the reviews,
 - Product scores **more effective in taking decisive steps** about a product

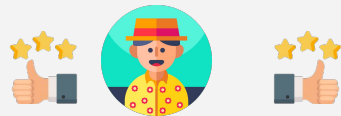


Customer reviews

play a huge part in the data canvas



Enixta's vision to help Customers make the right buying decisions & enhance the customer experience on product offerings

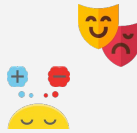


Will help *'take the friction out user experience'*



SMARTPULSE:

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



Uses **Multi-aspect Sentiment Analysis** approach to **extract**:

- Sentiment Analysis of the reviews identifying **Emotions and Feelings**,
- Quantitative insights like number of **positive and negative reviews**,
- **Aspects** mentioned in the reviews,
- Product **scores**, more effective in taking decisive steps about a product



Can **evaluate cancellations and refunds**:

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



- Can process feedback on **Seller Ratings**

- Can add more value by providing enhanced **Customer Engagement**

- Improve **conversion**

- Can provide **Multilingual Support**

- Works with popular languages like **English, Spanish, French**

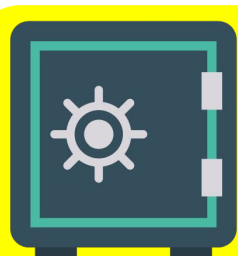
GLIMPSE OF HOW ENIXTA SMAARTPULSE WORKS



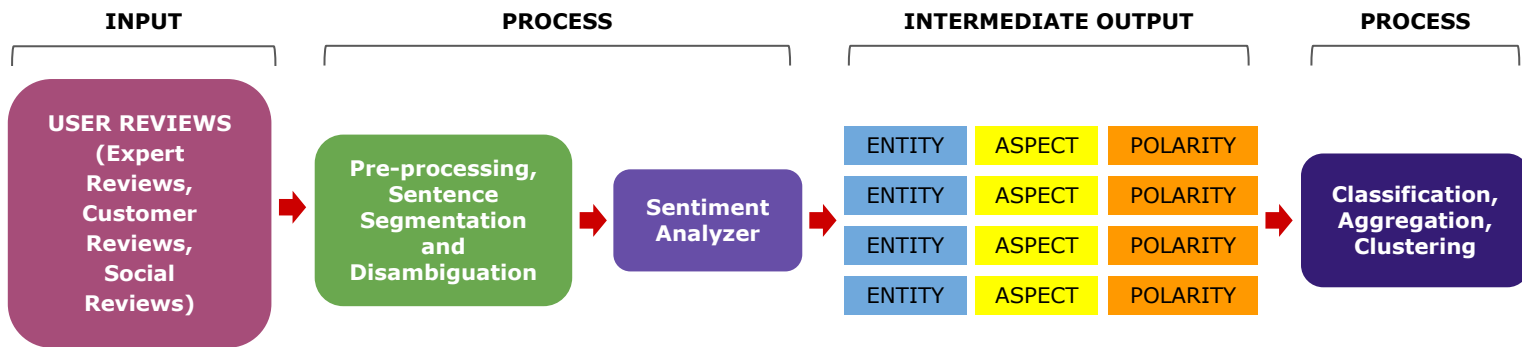
Your own review data



Our own vault of review data



We have access to **4 billion** Untapped reviews!



Real Treasure trove of Enixta

- Enixta has invested in consolidating customer reviews from most well-known eCommerce sources
- Customers of Enixta benefit from the consumer insights from the intelligence of Enixta repository of reviews

Multi Lingual Support



French



Spanish



English

APPENDIX

Screenshot samples showcasing summary, emotion barometer and the multi aspect sentiment insights

SCREENSHOT SAMPLE → 1

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

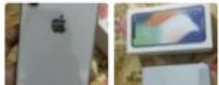


Apple iPhone X (Space Gray, 64 GB)

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



- ...
- 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

Aspect wise scores by ENIXTA

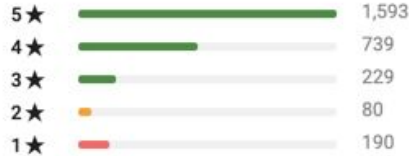
Helps the consumers to read what they care about and help them in making purchasing decisions

All Reviews for Nike REVOLUTION 2 MSL Running Shoes For Men

Most Helpful ▼

4.2 ★

2,831 ratings and
416 reviews



Read reviews that mention:

- Overall
- Look
- Comfort**
- Light Weight
- Value for Money

...very comfortable nice shoes at reasonable price.

Daksh Mehrotra 21 Dec, 2018

✓ Certified Buyer, Varanasi

...Nice comfortable shoes. Worth the price.

Christopher Ronald Young 16 Oct, 2018

✓ Certified Buyer, Chennai

...comfortable shoes very good looks

Flipkart Customer 28 Dec, 2018

Aspect wise scores by Enixta

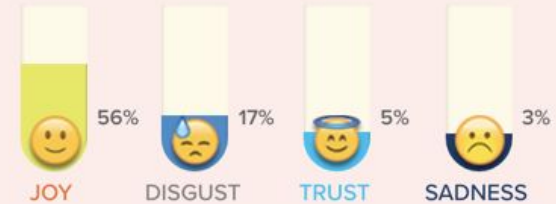
Help the consumers to read they care about and help them in making purchasing decisions

2007 Mercedes-Benz Slk-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



ALL FEATURES

0/100



SAFETY

0/100



VALUE FOR MONEY

0/100



SERVICE

0/100



COMFORT

0/100



PERFORMANCE

0/100



142 POSITIVE REVIEWS

45 NEGATIVE REVIEWS

Click on any of the aspects below to filter reviews

All

Positive

Negative



THANK YOU

