

## About BizInsights

BizInsights allows users to see all of their locations from Google Maps. Data about each location is collected and presented in one dashboard.

AI technology enable business owners to effectively monitor and manage different locations and make data-driven decisions, helping to increase the number of customers.

The system analyzes not only the average rating, but especially the written opinions, resulting in quick adjustments of the business to meet the needs of customers.

**BizInsights is based on the Microsoft Azure platform and the corresponding workloads of this cloud.**

## Who can benefit from using BizInsights?

- **Companies with multiple business locations**, with a distributed structure for example, restaurant chains, stores, gyms or gas stations.
- Useful for: **marketing, sales or customer service departments**. This is especially important when customizing marketing and customer service strategies for specific regions.
- Anyone who manages a Google Business profile.

# summ-it

What do customers talk about your business?

## BIZINSIGHTS



### OVERVIEW

View all locations' insights on one page.



### TRACK

Easily track history of your business profiles.



### ANALYZE

Understand what your clients tell you and make right decisions.

[www.summ-it.eu](http://www.summ-it.eu)

## If your company is facing:



Difficulty in comparing results from different locations of your business



Challenges in interpreting and comparing your company's ratings



Uncertainty about the source from which potential customers learn about your company



Complexity in analysing customer sentiments

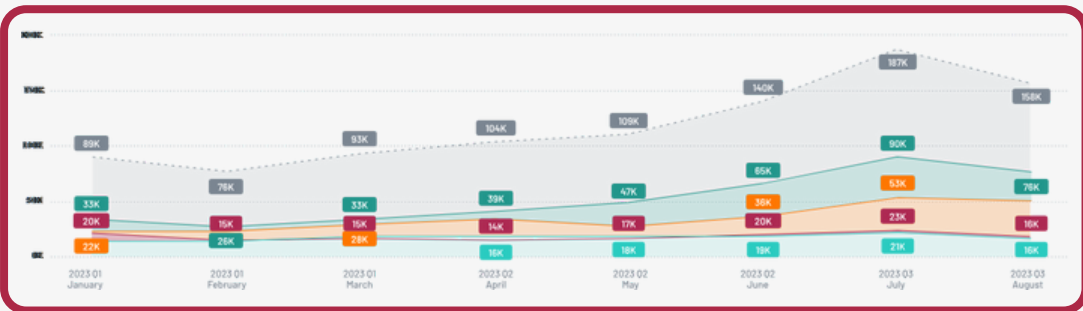


Lack of up-to-date customer review analysis



Concerns regarding personal data

## BizInsights is for you.



### 01 One-page dashboard

A convenient feature that lets you see all your locations' insights on one page, enabling you to compare and manage them more effectively.

### 02 NPS conversion

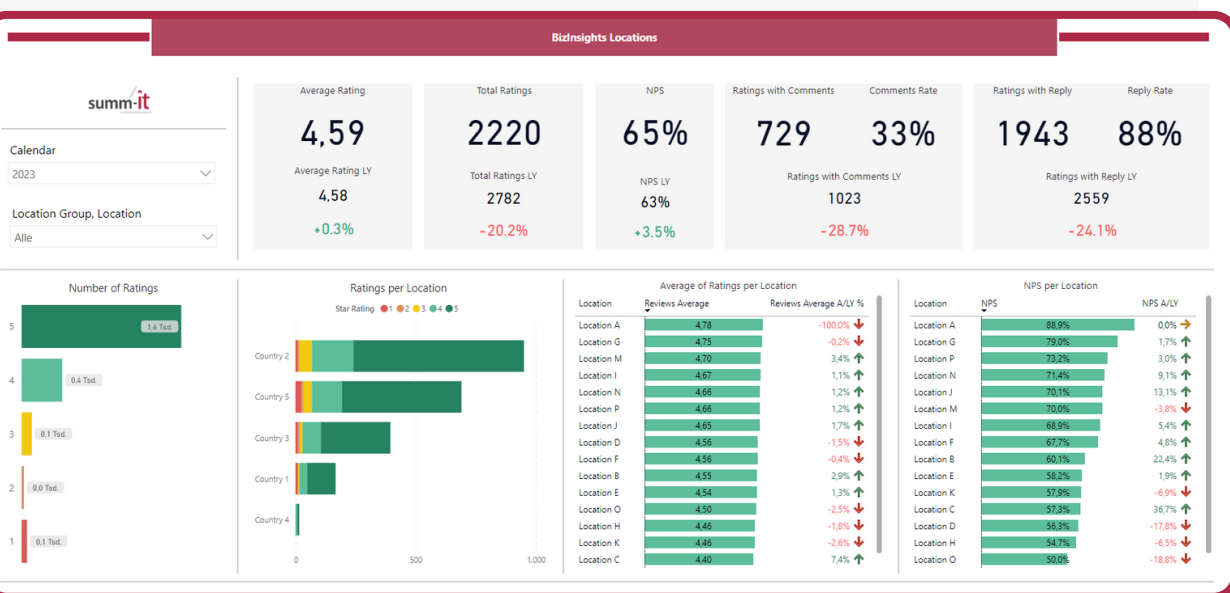
A smart feature that converts your ratings into Net Promoter Score, a widely used metric that measures customer loyalty and satisfaction.

### 03 Word cloud

A visual feature that displays the most frequently used words in customer reviews, helping you identify your strengths and weaknesses.

# Funcionalities

Google BizInsights allow customers to easily view all locations' insights on one page, track history of your business profiles and understand what your clients tell you so you can make right decisions.



### 04 Sentiment trends

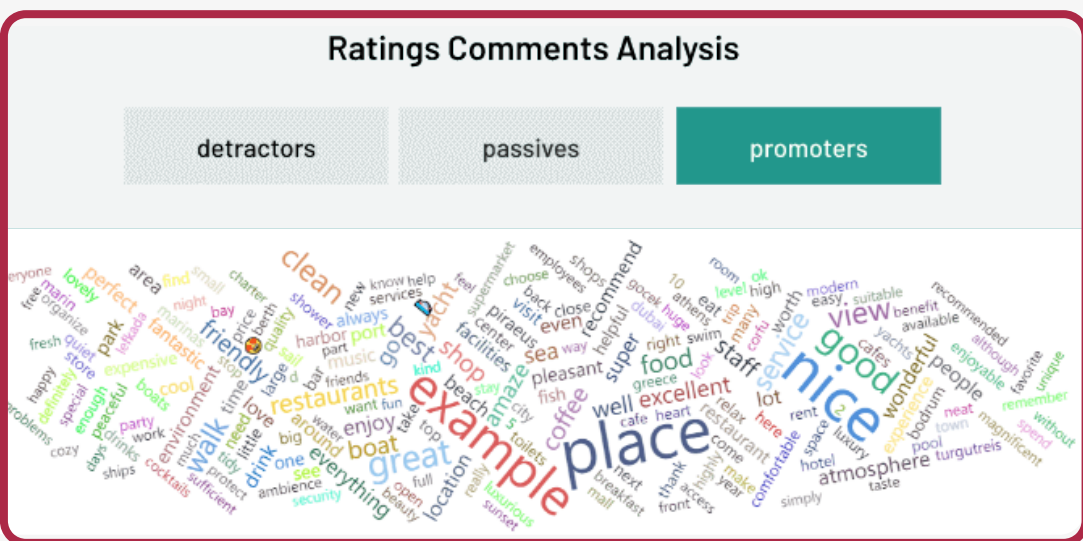
A visual presentation of sentiment and reviews trends over time, allowing you to easily gauge customer opinion shifts.

### 05 Where customers find you on Google

Google BizInsights allows you to easily understand how customers find you on Google and aggregate visits to customers regardless of the platform or device used.

### 06 Search keywords analysis

With Google BizInsights, you can boost your business visibility and fully leverage the potential of keywords. Secure your business's spot on the online map and attract new opportunities.



## Contact us

We are one stop partner in data world who is able not only collect data but also analyze and use AI solutions to predict trends and future customer reactions. summ-it has been a Microsoft partner since 2012.



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