



The AI-native VoC Platform

Differentiators

1. **Quality of Insight:** Identify root causes, not just topics - revealing patterns and anomalies others may miss.
2. **Simplicity of Solution:** Insights flow into the tools your teams already use, like Zendesk, Jira, Slack, and QA platforms.
3. **Speed to Value:** You get answers within minutes - not days, weeks or quarters.

Strengths

1. Our platform transforms fragmented feedback into root-cause insights with >90% precision. It doesn't just show What customers are saying, but the Why - with the granularity needed for decision making and the speed needed for local response.
2. Most incumbent systems are built on legacy architectures with AI retrofitted as a feature. In contrast, SentiSum is AI-native at its core - built ground-up to help organisations shift from passive listening to real-time, proactive action.

Customer Pain Points

1. Lack of unified VoC across customer channels.
2. Insights not accessible or actionable for teams.
3. Struggling to identify and prioritise customer issues quickly.

Competitors

Legacy players - Qualtrics, Medallia, Salesforce, Sprinklr. Differentiate with them on AI-native Capabilities, Speed & Cost.

Newer players - Chattermill, Unwrap.ai, Interpret.ai. Differentiate on team experience and delivery.

SentiSum is *the* AI-native VoC Platform - driving NPS gains, improving customer retention, reducing MarTech complexity, and delivering measurable ROI from day one. Designed for scale. Built for the future.

Existing Customers

