



Turn Every Customer Voice into Real-Time Business Insight.

Smart Feedback. Smarter Decisions.

A unified AI-powered Customer Experience Intelligence Platform that collects, analyzes, and transforms customer feedback into real-time business insights — empowering organizations to act before issues escalate.

● AI Sentiment

● Smart Alerts

● Live Dashboard

Built for hospitality, retail & service-driven enterprises worldwide.



— THE CHALLENGE

Every customer has a voice. Most businesses can't hear them all.



Fragmented Channels

Feedback scattered across multiple platforms with no unified view.



Manual & Slow

Manual monitoring is time-consuming and error-prone.



Invisible Issues

Critical complaints go unnoticed until they escalate.



No Executive Visibility

Leaders lack centralized CX data for decision-making.

THE ANSWER

GuestLens is a unified AI-powered Customer Experience Intelligence Platform that collects, analyzes, and acts on customer feedback from every digital channel — through one interface.

Today's customers publicly share experiences across digital platforms, making customer perception one of the most valuable business assets. GuestLens gives organizations that continuously analyze feedback a decisive competitive edge.

GUESTLENS, AT A GLANCE

- One unified hub for every feedback channel
- AI sentiment analysis & theme detection
- Real-time executive dashboard
- Smart alerts and full action tracking

From raw feedback to business action.

1



Aggregate Every Channel

Collect reviews, social mentions and surveys into one unified feedback hub.

2



Classify Sentiment

AI labels every comment positive, neutral or negative — with confidence scoring.

3



Detect Themes

Auto-categorize feedback by topic — staff, pricing, cleanliness and more.

4



Visualize in Real Time

See satisfaction, mentions and ratings on one executive dashboard.

5



Track Business Trends

Monitor performance across departments, locations and channels over time.

6



Trigger Smart Alerts

Get notified the instant a critical issue appears, and assign it instantly.

7



Act & Report

Resolve issues with full traceability, then export insights for every audience.

One continuous pipeline — from raw feedback to resolved issue, without leaving the platform.

Everything a modern CX team needs, in one place.



Feedback Aggregation



AI Analytics



Sentiment Engine



Theme Detection



Executive Dashboard



Business Analytics



Action Center



Reporting & Insights

Where every signal gets collected and understood.



Feedback Aggregation

Centralize all customer inputs — reviews, social, surveys — in one place, from every channel.

UNIFIED HUB



AI Analytics

Machine learning surfaces patterns at scale — trends no human team could track manually.

MACHINE LEARNING



Sentiment Engine

Classify every comment as positive, neutral, or negative — with confidence scoring over time.

SENTIMENT



Theme Detection

Auto-categorize feedback by topic — staff, pricing, cleanliness — so teams know what's being said.

AUTO-TAGGING

Where insight becomes visible, then actionable.



Executive Dashboard

Real-time CX metrics for leadership — satisfaction, mentions, ratings and response rate.

LEADERSHIP VIEW



Business Analytics

Track trends and performance over time across departments, locations and channels.

TRENDS



Action Center

Assign, escalate, and resolve issues with full traceability — nothing falls through the cracks.

RESOLUTION



Reporting & Insights

Custom reports for stakeholders and audits — export-ready, on demand, always current.

REPORTING

Leaders see everything, instantly.

GuestLens gives leaders a live, consolidated view of customer experience — from satisfaction scores to resolution status — enabling faster, smarter decisions at every level.

01 Customer Satisfaction Index

Consolidated CSAT across every channel, always current.

02 Sentiment Score

AI-calculated positive vs. negative ratio, tracked over time.

03 Top Complaints & Trends

Issues ranked by frequency and severity, with volume trends at a glance.

Unified Customer Feedback Hub

Collect every customer interaction from one centralized platform. Guestlens integrates with all major review, social, and survey channels — giving teams a single source of truth for customer sentiment.



Google Reviews



Facebook



Instagram



TripAdvisor



YouTube



X (Twitter)



Website Reviews

07

Every metric that matters, on one screen.



— BUSINESS BENEFITS

The measurable upside of GuestLens.



Improve Customer Satisfaction

Understand expectations and proactively enhance service quality through AI-driven insights.



Faster Issue Resolution

Detect critical concerns instantly, assign ownership, and resolve before they escalate.



Data-Driven Decision Making

Real-time dashboards, trends, and actionable insights for informed decisions.



Strengthen Brand Reputation

Monitor online reviews and sentiment to protect and improve brand perception.



Reduce Operational Costs

Minimize manual monitoring effort and streamline response management through automation.



Continuous Performance Improvement

Track department performance and measure improvements over time.

86%

Overall Sentiment

4.6

Average Rating

92%

Response Rate

— HEAR EVERY CUSTOMER

Turn feedback into your competitive edge.

We're confident in our ability to empower your vision with AI-driven customer experience intelligence.



GUESTLENS