SAMI Brand & Reputation AI - Executive Summary

Core Capabilities

- Sentiment & Emotion Analysis: Detect positive, negative, and emotional tones (joy, anger, trust).

- Trends Over Time: Spot shifts in tone and emotion using timestamps.

- Thematic Clustering: Group feedback into Product, UX, Pricing, Support, etc.

- Risk & Loyalty Analysis: Detect brand loyalty drivers or reputation risks by segment or region.

- Root Cause Diagnosis: Analyze sources of negative sentiment or disconnects.

- Localized vs. Systemic Issues: Use metadata to trace root causes by location/channel.

Benchmarking & Competitive Analysis

- Compare against competitors using sentiment and emotional metrics.

- Brand equity proxies: Trust Index, Differentiation, Loyalty Ratio, Relevance.

Strategic Guidance

- Short-term: Messaging tone shifts.

- Mid-term: CX or channel redesign.

- Long-term: Brand relaunch or repositioning guidance.

- Detect tone-brand mismatch and guide brand voice evolution.

Visual Insights

- Radar charts, trendlines, heatmaps, sentiment timelines, emotion bar charts.

Optional Add-On (Scraped Data)

- Analyze data from Glassdoor, Reddit, Trustpilot, etc.

- Cross-channel tone comparison.

- Build Reputation Pulse Map from unstructured data.