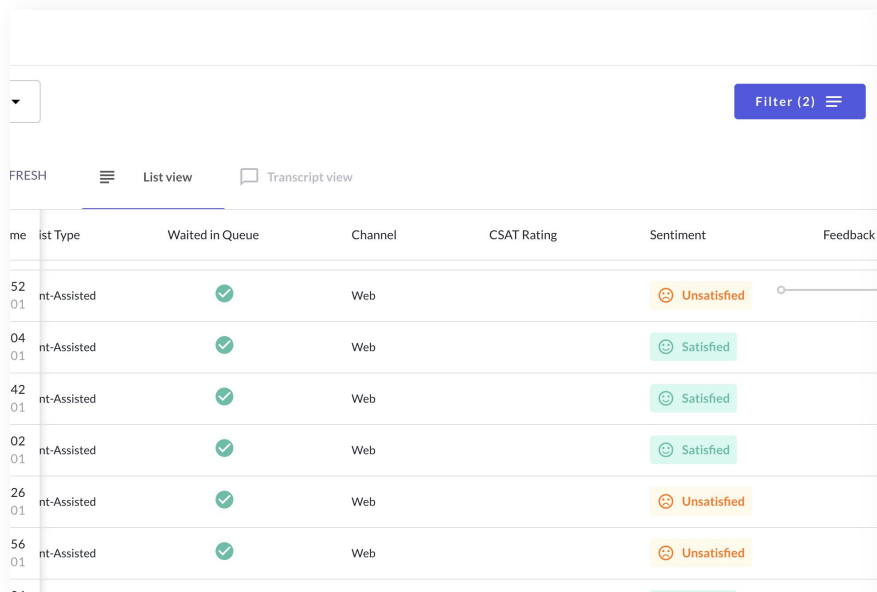


Sentiment Analysis in Admin

ASAPP's Sentiment Analysis model trains off of customer feedback data and conversation transcripts to serve as a CSAT predictor, which helps business owners and supervisors better understand agent performance.

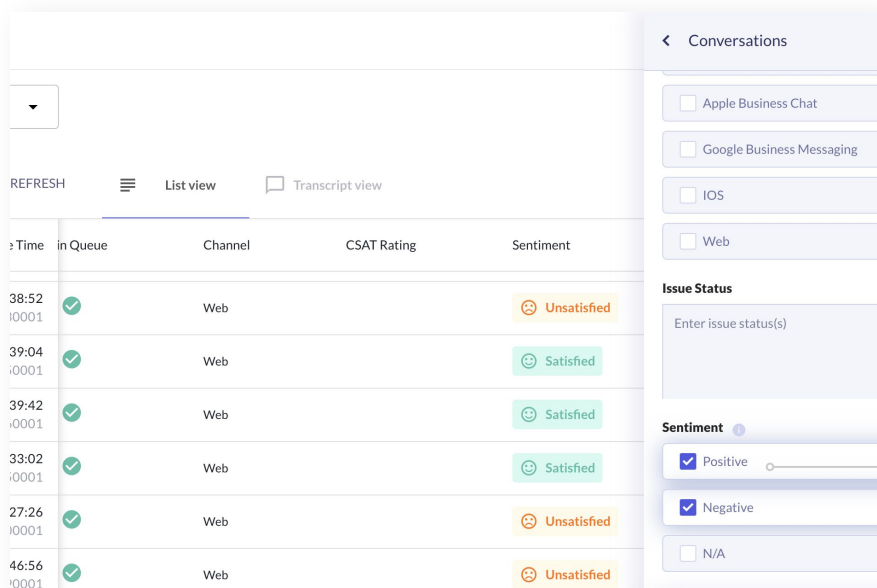
With this model, we can identify conversations that are particularly positive or negative without the need for a customer manually leaving a review after an agent interaction.



The screenshot shows a table of conversations with the following columns: Agent, Agent Type, Waited in Queue, Channel, CSAT Rating, Sentiment, and Feedback. The Sentiment column uses color-coded icons: a sad face for 'Unsatisfied' and a happy face for 'Satisfied'.

Agent	Agent Type	Waited in Queue	Channel	CSAT Rating	Sentiment	Feedback
5201	Agent-Assisted	✓	Web		☹ Unsatisfied	
0401	Agent-Assisted	✓	Web		😊 Satisfied	
4201	Agent-Assisted	✓	Web		😊 Satisfied	
0201	Agent-Assisted	✓	Web		😊 Satisfied	
2601	Agent-Assisted	✓	Web		☹ Unsatisfied	
5601	Agent-Assisted	✓	Web		☹ Unsatisfied	

When the model is confident in either positive or negative sentiment for a conversation, a **sentiment indicator** will be shown in Conversation List.



The screenshot shows a conversation list with columns: Agent, In Queue, Channel, CSAT Rating, and Sentiment. A filter panel is open on the right, showing options for channel (Apple Business Chat, Google Business Messaging, IOS, Web) and sentiment (Positive, Negative, N/A).

Agent	In Queue	Channel	CSAT Rating	Sentiment
38:52:0001	✓	Web		☹ Unsatisfied
39:04:0001	✓	Web		😊 Satisfied
39:42:0001	✓	Web		😊 Satisfied
33:02:0001	✓	Web		😊 Satisfied
27:26:0001	✓	Web		☹ Unsatisfied
46:56:0001	✓	Web		☹ Unsatisfied

Conversation List filter panel now supports **filtering** by positive or negative sentiment.