NETIGATE

MOPINION CONNECTS · NETIGATE

Bridging the digital and human gap

Where we're going, what we're building and what it means for you

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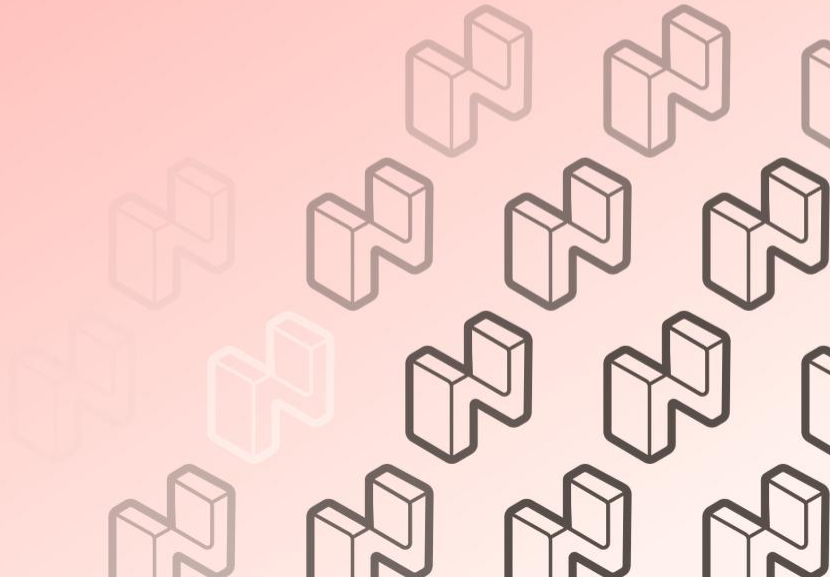


01

Netigate
One direction.
One company.

Accelerating where we're going, together

Mopinion becomes Netigate Digital



Same people you know

Your contacts and support team, in Rotterdam

Same product you rely on

The flexibility and freedom you chose us for

A bigger platform behind you

Digital, Conversations, Reviews, AI analytics and Actions – all in one place

The European CXM platform built to scale change

Turning customer signals into action, effortlessly

01

European

EU-only data residency, built to EU standards

02

Action

AI agents detect friction friction and pre-fill prioritised actions

03

Multisignal

Every source, 20+ languages, one place

04

Simplicity

Live in weeks, with no implementation burden burden

02

Bridging the digital and human gap

Experience Signals: the next generation of experience intelligence

02. DIGITAL

Tells you what happened

Clicks
Drop-offs
Scores
Tickets

Experience Signals

the bridge

02. HUMAN

Tells you why

Root cause
Consequences
Emotion
Intent
Effort
Trust

Allianz mobile conversion 0.48% → 3.5% once feedback revealed the why

02. BUILT ON RESEARCH, NOT WORD COUNTS

Grounded in how people really communicate



How people communicate

What are they trying to do?

Rhetorical Structure Theory · Speech Act Theory · Pragmatics



How people appraise experience

Inconvenience, or betrayal?

Appraisal Theory · Discrete Emotion Theory · Expectancy-Disconfirmation



How people signal trust

Will they stay, or leave?

Customer Effort Theory · Organisational Justice · Commitment-Commitment-Trust · Systems Thinking Thinking

Every signal traces back to research, and back to the customer's own words

Five steps from Experiences to action

1

Structuring

Claims, causes and consequences

2

Sensing

25+ lenses: intent, emotion, effort, trust… trust…

3

Signals

Issues, across every source

4

Intelligence

Alerts, trends, root causes, churn risk

5

Action

A ready-made next step step

The four properties of our new AI foundation.

Unified

TODAY

Three sources, three pictures

TOMORROW

Survey, app review and ticket seen as one signal

Sharper

TODAY

“Returns are up”

TOMORROW

Up 30% on apparel in two markets, with root cause and consequences

Universal

TODAY

Each language a silo

TOMORROW

Every language in, every insight out in yours

Proactive

TODAY

“Here's a problem”

TOMORROW

The next step is drafted before you ask

One signal. Five teams in motion.

The platform spots a churn pattern on a key account

- Low NPS
- Support escalation
- Plan downgrade

Customer Success	Retention plan and talking points drafted
Product	Jira ticket opened, customer evidence attached
Support	Response script from the best past resolutions
Commercial	Pricing brief across similar at-risk accounts accounts
Customer Experience	Management report: facts, root cause, actions

Embedded in the tools you already use, via MCP. Your team reviews and approves.

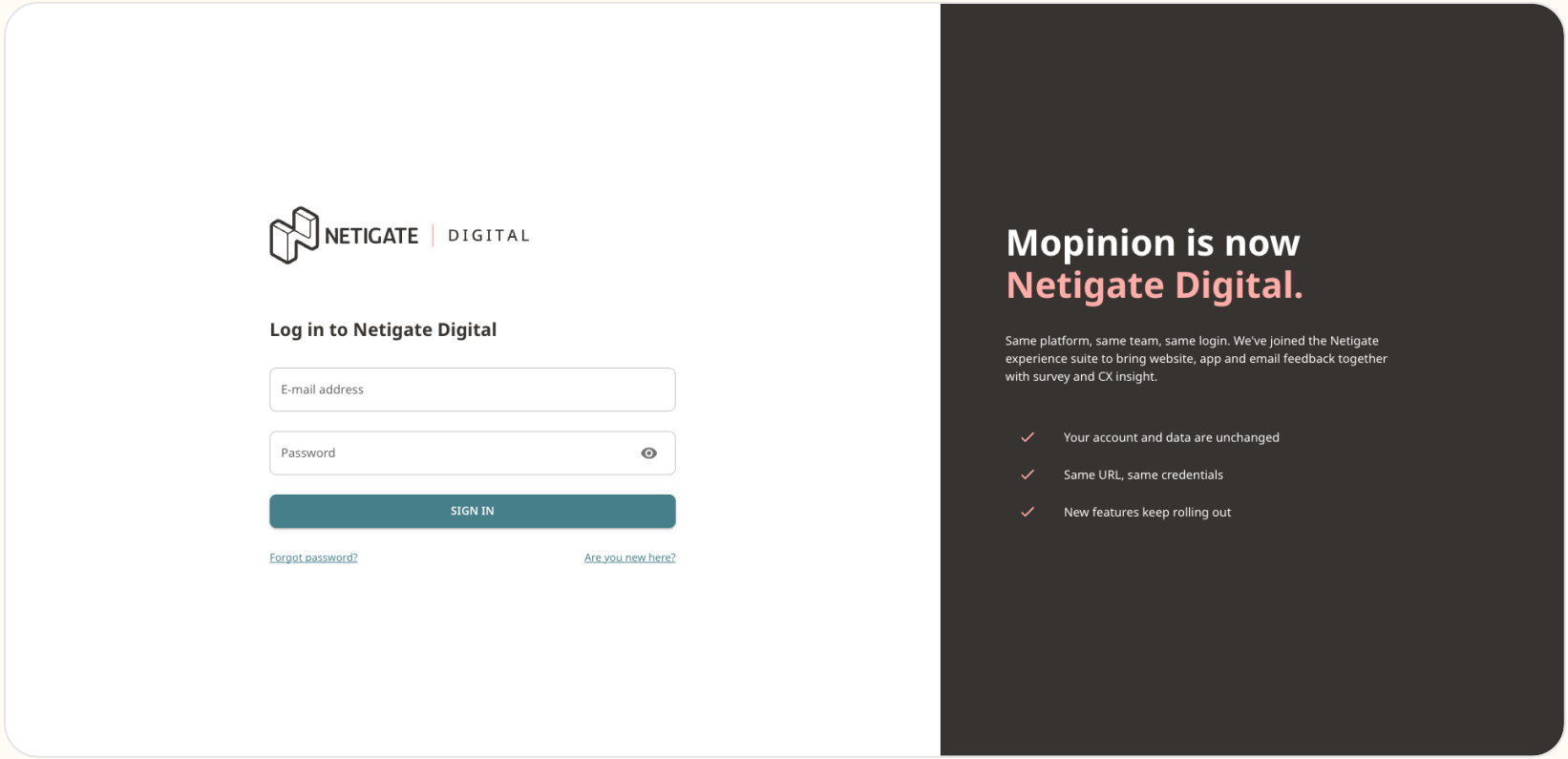
03

From vision to roadmap

What this means for you

Nothing disappears

Your forms, dashboards, integrations and most importantly 'your feedback' stay.

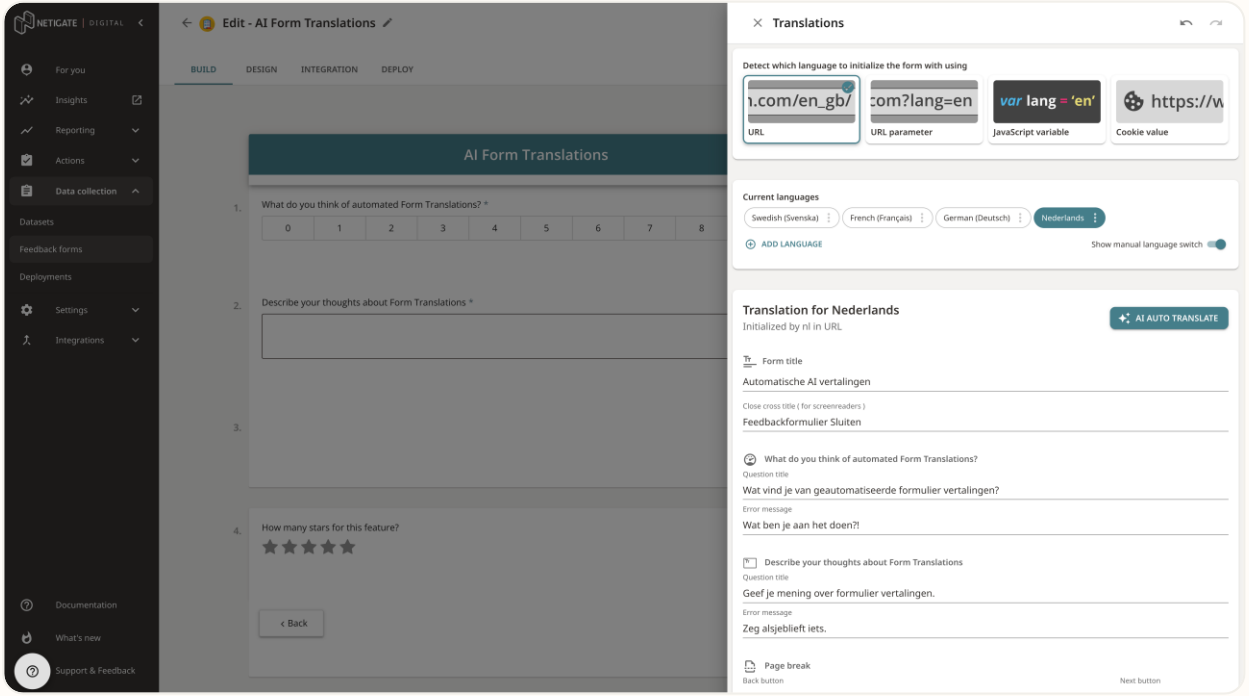


Now, next, near

AI FORM TRANSLATIONS

Gather feedback across languages hassle-free

Automatically translate forms into 100+ languages

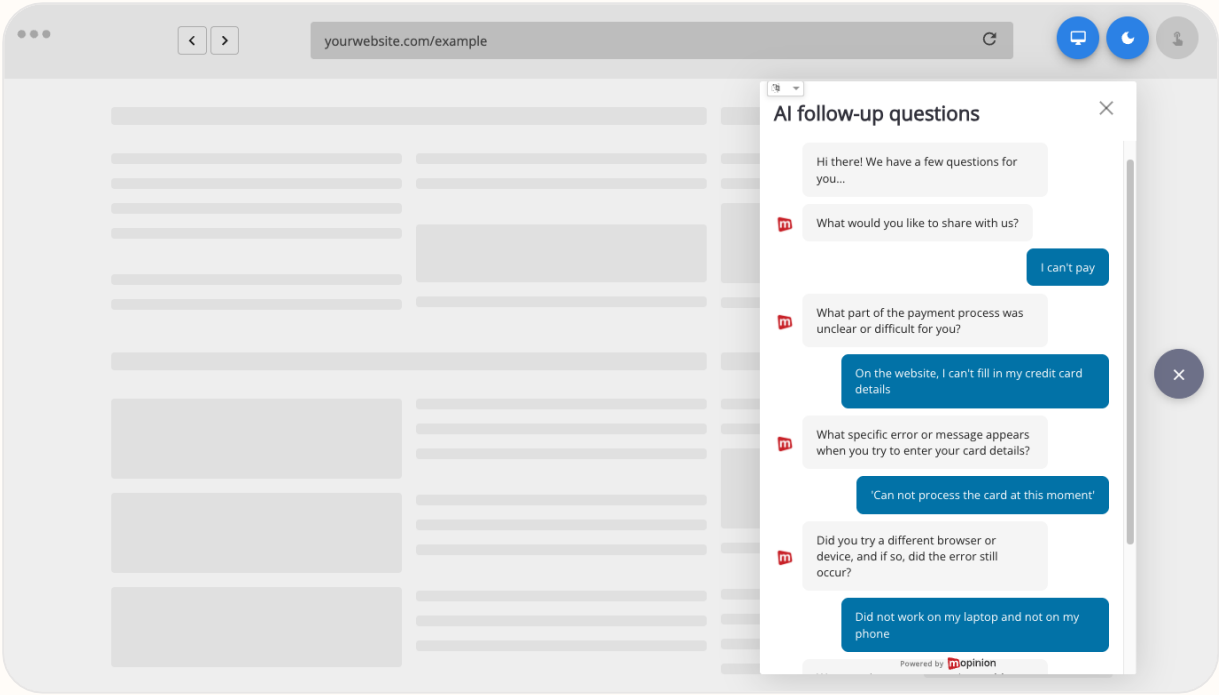


Now, next, near

AI FOLLOW-UP QUESTIONS

Clearer feedback without longer forms

Ask automated relevant questions, based on what your users say

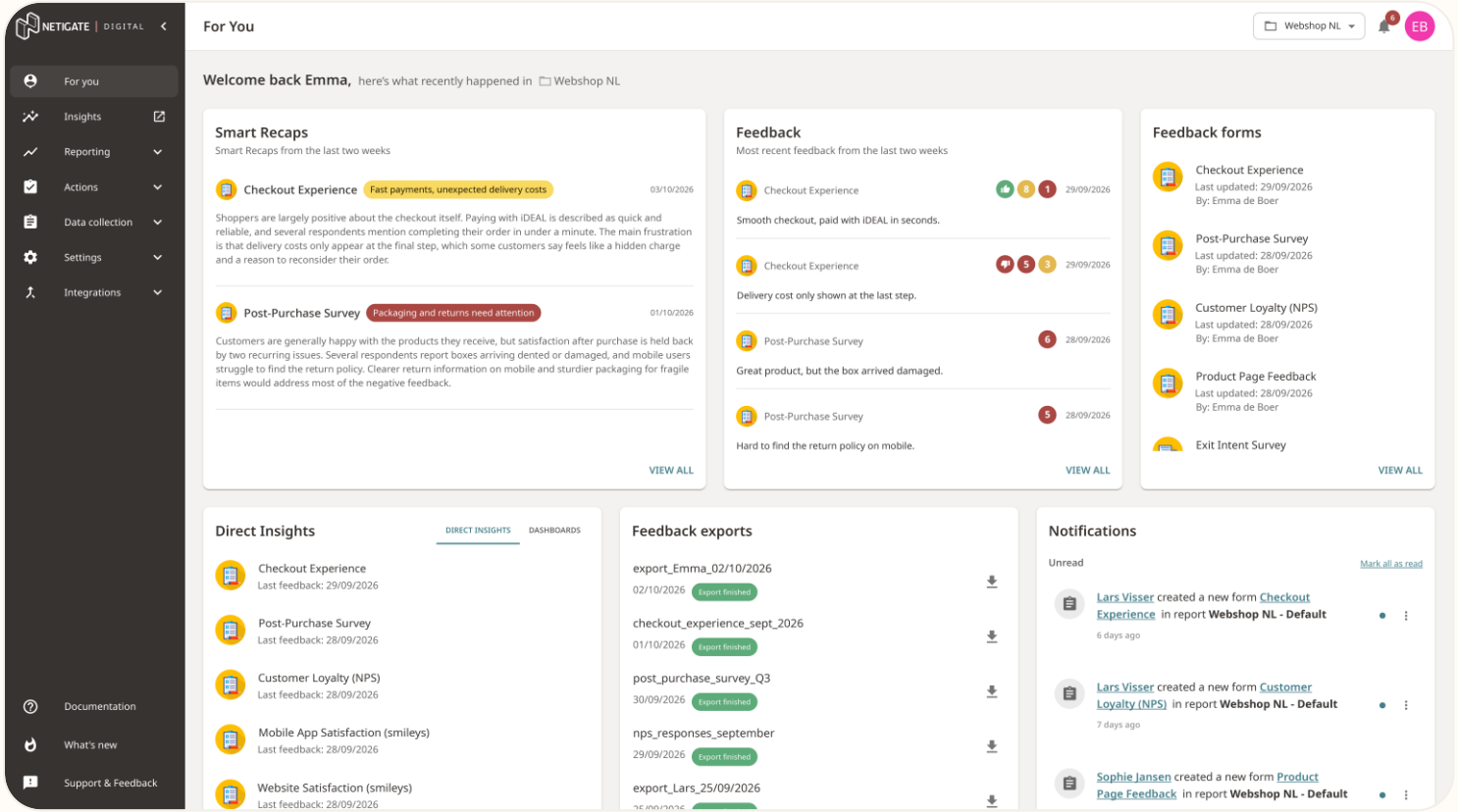


Now, **next**, near

FOR YOU PAGE

New homepage

See all relevant information on one page



Now, next, near

NEW LOOK & FEEL

Rebrand

- Netigate Digital goes live
- For You page
- Netigate Digital in the Netigate Hub
- Multi language support in platform

ENHANCED FEATURES

Iterations

- Enhanced ‘AI follow-up questions’ settings
- Feedback Trails | Exports

NEW DEVELOPMENT

New additions

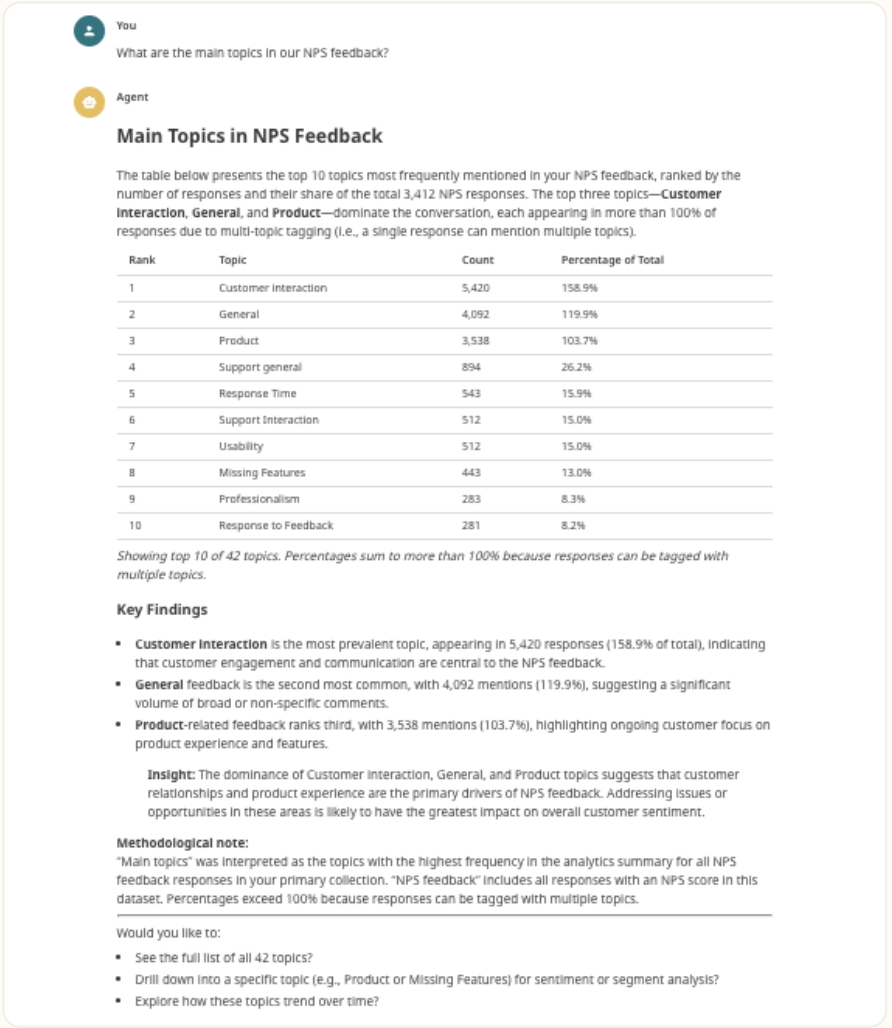
- Netigate Digital MCP
- Form builder | Rich Text
- Anonymization

Now, **next**, near

NETIGATE INSIGHTS | AI AGENT

Clearer feedback without longer forms

Ask automated relevant questions, based on what your users say



You

What are the main topics in our NPS feedback?

Agent

Main Topics in NPS Feedback

The table below presents the top 10 topics most frequently mentioned in your NPS feedback, ranked by the number of responses and their share of the total 3,412 NPS responses. The top three topics—**Customer Interaction**, **General**, and **Product**—dominate the conversation, each appearing in more than 100% of responses due to multi-topic tagging (i.e., a single response can mention multiple topics).

Rank	Topic	Count	Percentage of Total
1	Customer Interaction	5,420	158.9%
2	General	4,092	119.9%
3	Product	3,538	103.7%
4	Support general	894	26.2%
5	Response Time	543	15.9%
6	Support Interaction	512	15.0%
7	Usability	512	15.0%
8	Missing Features	443	13.0%
9	Professionalism	283	8.3%
10	Response to Feedback	281	8.2%

Showing top 10 of 42 topics. Percentages sum to more than 100% because responses can be tagged with multiple topics.

Key Findings

- **Customer Interaction** is the most prevalent topic, appearing in 5,420 responses (158.9% of total), indicating that customer engagement and communication are central to the NPS feedback.
- **General** feedback is the second most common, with 4,092 mentions (119.9%), suggesting a significant volume of broad or non-specific comments.
- **Product**-related feedback ranks third, with 3,538 mentions (103.7%), highlighting ongoing customer focus on product experience and features.

> **Insight:** The dominance of Customer Interaction, General, and Product topics suggests that customer relationships and product experience are the primary drivers of NPS feedback. Addressing issues or opportunities in these areas is likely to have the greatest impact on overall customer sentiment.

Methodological note:
"Main topics" was interpreted as the topics with the highest frequency in the analytics summary for all NPS feedback responses in your primary collection. "NPS feedback" includes all responses with an NPS score in this dataset. Percentages exceed 100% because responses can be tagged with multiple topics.

Would you like to:

- See the full list of all 42 topics?
- Drill down into a specific topic (e.g., Product or Missing Features) for sentiment or segment analysis?
- Explore how these topics trend over time?

First look - Experience Signals

SHARPER

Topic models

Cause, consequence, context

SHARPER

Summaries

Grounded in structured structured signals

SHARPER

Agents

Reasoning you can follow

SHARPER

Dashboards

One picture across sources

NEW

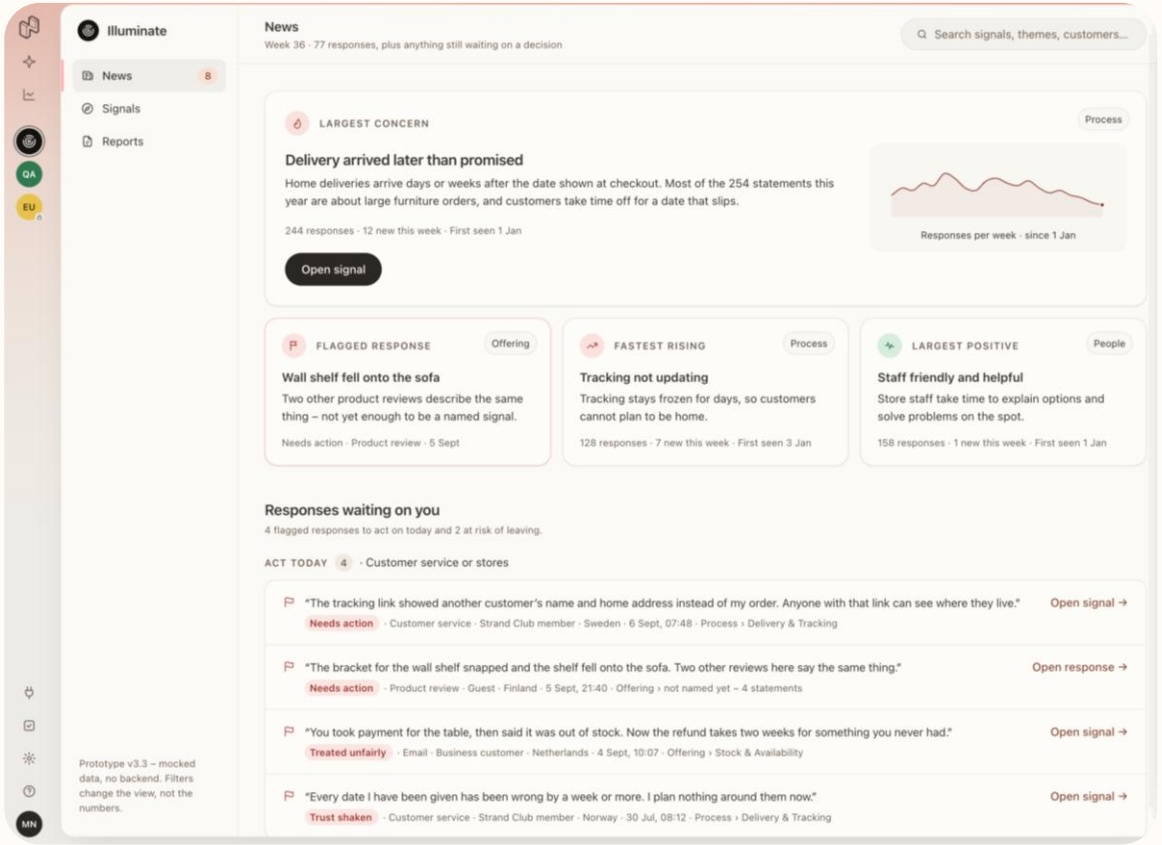
Playbooks

Actions tailored to each each signal

NEW

Actions

Drafts, owners, tools built in



NETIGATE

Digital shows us what.
Humans tell us why.
Action makes the difference.

Questions?

