The unitQ Score
A real-time measurement of Quality

Quality is the new Key Performance Indicator

Quality is the new KPI - it touches every role from product to engineering, to CX - and helps companies deliver frictionless experiences. However, companies struggle to measure the quality of their products and services. The quest to understand what their users want or where they're experiencing friction has left many organizations swimming in a sea of solutions, each capturing a tiny part of the complete picture. Over $82 billion is spent on market research and surveys alone not including significant investments in bug-finding and monitoring software. But fear not, this is where the unitQ comes in.

The unitQ Score: A real-time measurement of Quality

But first, what is unitQ? unitQ measures the quality of your products, services, and experiences in real time so you can take action on what's working and what's not with AI insights.

Your users are sharing. Start paying attention

- Get a 360° view of all user feedback in one place and from any source - with 50+ out-of-the-box integrations - that's shareable across product, engineering, and CX teams.
- Know what product launches, releases, or core features are driving negative sentiment, support ticket volumes, and user churn. Drill into the root cause of these issues by source, platform, device, customer segment, and more.

Cut through the noise with GenAI built for Quality

- Visualize user feedback - 100's of languages translated from 50+ sources - that's automatically grouped into granular categories allowing you to pinpoint the root cause of all user friction.
- Get automatic Slack and Microsoft Teams alerts or create JIRA tickets directly from unitQ – to fix a reported bug or release a highly requested feature faster.

Measure the Quality of your product in real time

- Measure the gap between user expectations and their actual experience with the unitQ score.
- Benchmark your products and services against key competitors with Competitive Analysis.
- Leverage Impact Analysis to simulate the possible benefits of taking action on fixing Quality Issues to improve KPIs like NPS, CSAT, 1-star reviews, support tickets, and brand sentiment.
And now, what is the unitQ Score?

unitQ score rankings

- Epic: 90 - 100
- Fair: 51 - 69
- Good: 70 - 89
- Poor: 01-50

The unitQ Score measures the gap between user expectations and their actual experience - it is an unbiased and proprietary machine-generated scoring algorithm that represents the percentage of a company's users reporting a frictionless experience with their product or service.

The unitQ Score analyzes real-time user feedback from all public and private channels like social, support, reviews, surveys, usage data and more to discover what your users like, dislike, and want more of. A higher unitQ Score means fewer Quality Issues (e.g. pain points, product gaps, bugs, etc.) across every touchpoint of your customer journey - from purchase, to daily usage, to support.

unitQ Scores range from Epic to Poor. A unitQ Score of 90 means that for every 100 pieces of feedback, just 10 of these surfaced a Quality Issue. A Quality Issue is a type of user feedback that identifies a defect or other deficiency in a product, service, or experience and arises when the user experience does not match user expectations.

unitQ Score bands defined

The unitQ Score is a ranking out of 100 and is interpreted as follows:

- **90-100 is Epic** - Quality is best in class
- **70-89 is Good** - Quality is strong, with room for improvement
- **51-69 is Fair** - Quality is satisfactory, with a lot of room for improvement
- **0-50 is Poor** - Quality is weak, with urgent improvement required

A unitQ Score closer to 100 indicates fewer reports of friction overall. It means users enjoy the product, the experience is well-designed, easy to use, responsive — and is virtually free of bugs, broken flows and operational issues. The unitQ Score is a leading indicator of core KPIs like revenue retention, user engagement, growth, sentiment and star ratings. Having a higher unitQ Score correlates with users having a stronger, more positive view of your company.
Competitive Analysis

Competitive Analysis in unitQ benchmarks your products and services against key competitors in your category using the unitQ Score, allowing you to keep a pulse on the market and find opportunities to increase your share.

In the image above, the unitQ customer is ranked second against its competitors. The unitQ Score is used to determine the rankings.
Impact Analysis

In unitQ, all user-reported issues are centralized and categorized into Quality Monitors. These granular categories are displayed in Impact Analysis, allowing you to select one or more to instantly see the impact on KPIs if the issue(s) were resolved, including your unitQ Score. With teams no longer relying on anecdotal evidence in prioritization efforts, organizations can make decisions that move the needle on critical KPIs by using data derived from customer insights.

In the image above, selecting Quality Monitors (unitQ-created categories of feedback) in the unitQ platform from the list at the bottom of the image enables unitQ customers to instantly see the impact that fixing those monitors’ quality issues will have on the unitQ Score, and on the Internal unitQ Score (an enhanced and non-public scoring mechanism available only to unitQ customers.)

Request a Free unitQ Score Assessment

Get a FREE assessment of the Quality of your user experience based on App Store and Google Play Store feedback and reviews.