



## unitQ Score – Real-time indicator of how your customers perceive your product

Trusted by category-leading companies



zendesk

dailypay.



### unitQ Score is the new Key Performance Indicator

Quality is the new KPI - it touches every role from product to engineering, to customer experience - and helps companies deliver frictionless experiences. However, companies struggle to measure the quality of their products and services. The quest to understand what their customers 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 score comes in.

### The unitQ Score measures the gap between what customers expect versus their experience

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.

#### Customers are sharing. Start paying attention

- ✓ Get a 360\* view of all user feedback in one place and from any source - with 100+ 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 - in 100's of languages translated from 100+ 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 customer 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

### unitQ Score

Current

Impact

65

Fair

70

Good

↑ 5.17

<input checked="" type="checkbox"/>	Application:Stability:Force Closing Or Crashing (unitQ-4)
<input type="checkbox"/>	Trust & Safety:Fraud:Account Compromised (unitQ-138)
<input checked="" type="checkbox"/>	Application:Camera:Can't Take Photos (unitQ-126)
<input type="checkbox"/>	Application:Stability:Fails To Launch (unitQ-37)
<input type="checkbox"/>	Application:Login:2FA Code Not Received (unitQ-235)
<input checked="" type="checkbox"/>	Application:Stability:Slow Performance (unitQ-32)

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

The unitQ Score analyzes real-time customer 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 issues (e.g. pain points, product gaps, bugs, etc.) across every touchpoint of your

customer journey - from purchase, to daily usage, to support.

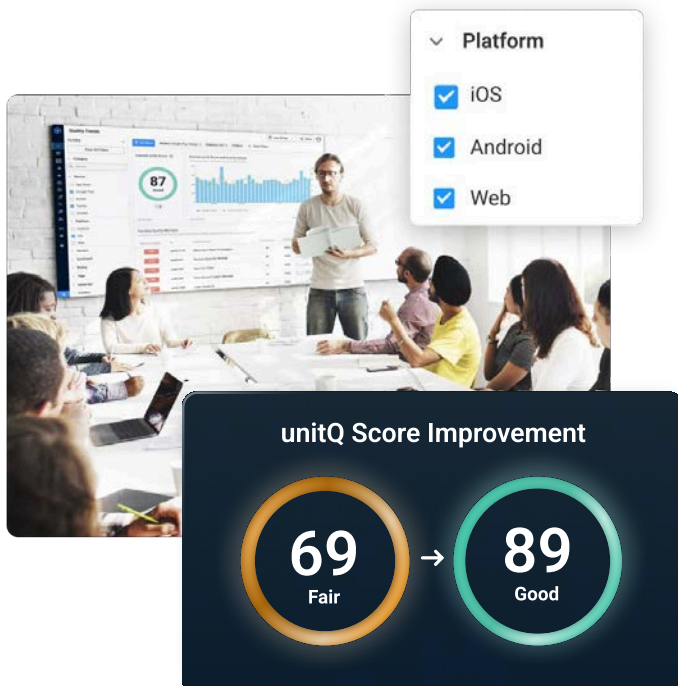
unitQ Scores range from Epic to Poor. A unitQ Score of 90 means that for every 100 pieces of feedback, just 10 of these surfaced a Quality Issue. A Quality Issue is a type of user feedback that identifies a defect or other deficiency in a product, service, or experience and arises when the user experience 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 need for improvement
- **0-50 is Poor** - quality is weak with urgent improvement required

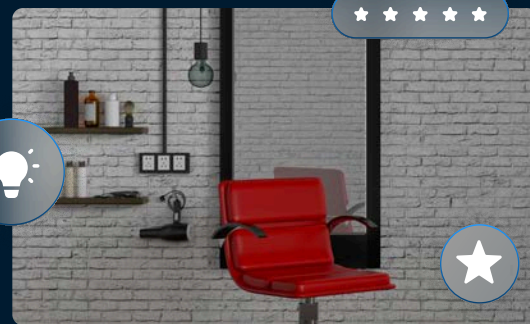
A unitQ Score closer to 100 indicates fewer reports of friction overall. It means customers enjoy the product, the experience is well-designed, easy to use, responsive – and is virtually free of bugs, broken flows and operational issues. The unitQ Score is a leading indicator of core KPIs like revenue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



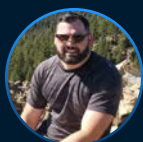
## Featured Customer Story

StyleSeat leverages real-time customer feedback to reduce churn, build loyalty, and attract more users

StyleSeat, an online booking and payment platform used by beauty and wellness professionals, adopted the unitQ Score as its company-wide performance metric. Using the unitQ platform to surface actionable customer insights, StyleSeat boosted their unitQ Score 18%, decreased customer churn by 50% and boosted app store ratings by 35%.



STYLESEAT

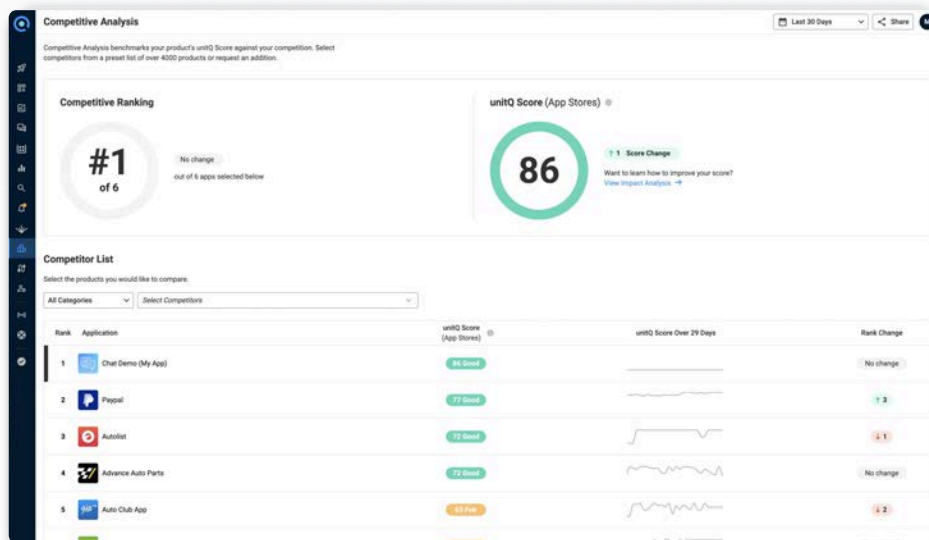


**“We realized that unitQ can turn our existing user base into an extended quality team. Before unitQ, our product improvement prioritization started with a long meeting and many opinions. Now, we look at unitQ and immediately start doing what we’re good at: Building a great product.”**

— Greg Burch, CTO

## 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 competition and find opportunities to increase market share.

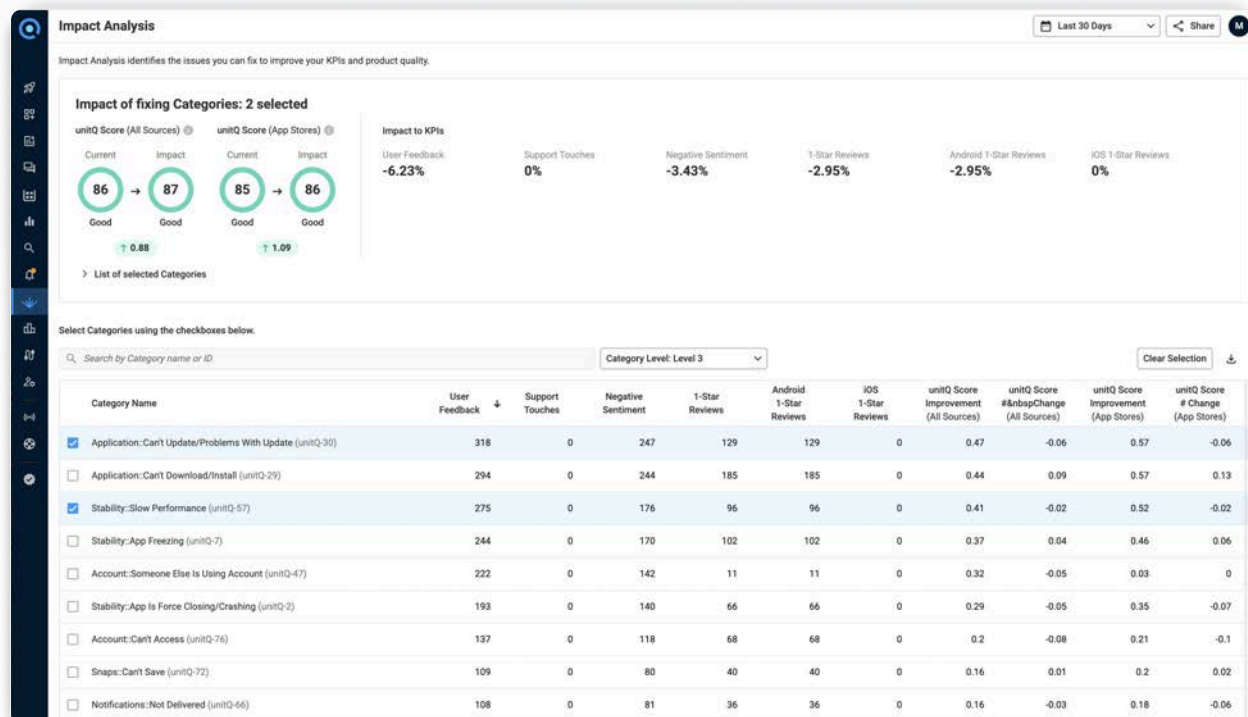


In the image above, the unitQ customer is ranked second against its competitors.

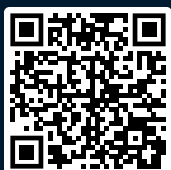
The unitQ Score is used to determine the rankings.

## Impact Analysis

In unitQ, all customer reported issues are centralized and categorized into categories. 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 like CSAT, NPS, star ratings, support ticket volume and more by using data derived from customer insights.



In the image above, selecting Categories (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 quality issues will have on the unitQ Score.



## See your free unitQ Score

Get a free assessment of the quality of your customer experience based on App Store and Google Play Store feedback and reviews.

Pinpoint real  
customer issues  
and needs  
instantly with AI

Learn More



## Awards and recognition

CTO  
BOARDROOM MEDIA

GOLD  
STANDARD  
AWARD

CBINSIGHTS  
AI  
100  
2023

High  
Performer  
WINTER  
2025

FASTCOMPANY