Available Insights

Understand your customers, from everything they already tell you.

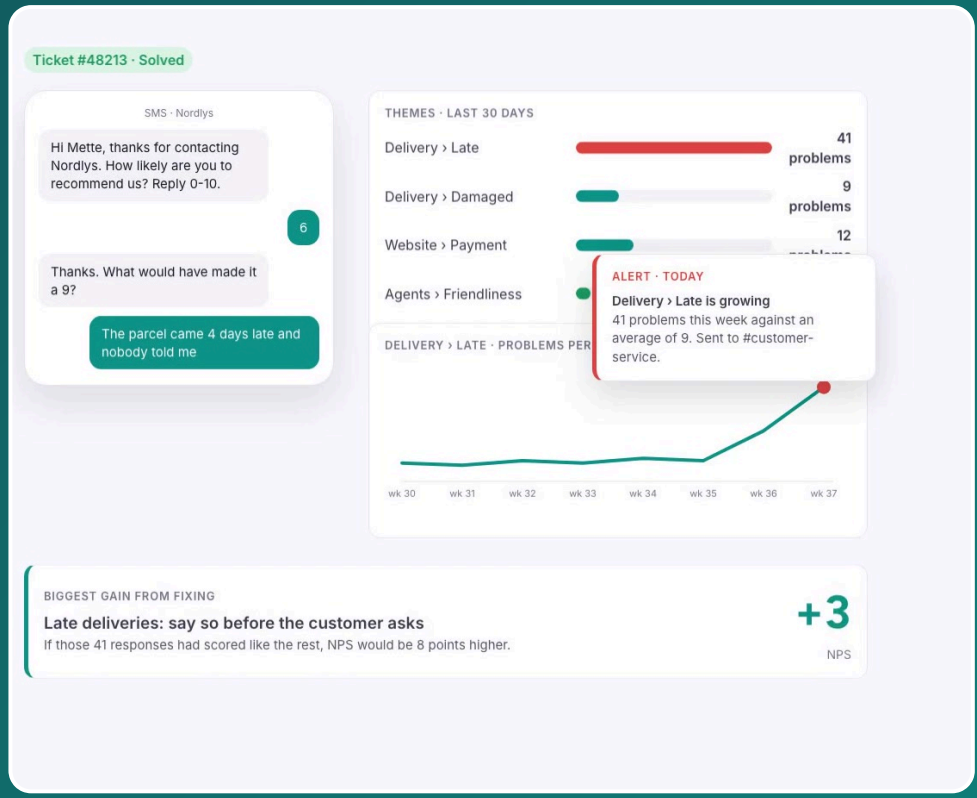
Your customers tell you every day what works and what doesn't: in tickets, calls, reviews, social media and surveys. Insights brings it into one place, finds the patterns, shows exactly what pulls satisfaction down, and tells you before a problem grows.

NPS & CSAT

Email and two-way SMS

Perception gap

AI that explains why



1 The problem

A score tells you something is wrong, not what to fix

Blanket surveys

Everyone gets asked about everything, and response rates fall.

Comments nobody reads

Hundreds of free-text answers, and no time to find the pattern.

Unhappy customers stay unhappy

A detractor answers, and nobody calls them back.

2 What changes with Insights

✓

The right customers, asked well

Targeted NPS or CSAT on solved tickets, by email or by SMS on the number they called from.

✓

The why, in themes

AI groups feedback into your own theme tree and ranks what would move your score most.

✓

Every detractor followed up

A fresh detractor becomes a follow-up ticket in Zendesk, so a person owns the recovery.

In use today

Figures from Available's platform, measured November 2026 across our customers.

13,000+
reviews analysed and sorted into themes

1,400+
customer ratings checked against what happened in the ticket

3 How it works

1 Feedback gathers itself

Tickets, calls, reviews, social media, chat and surveys flow in continuously. No exports or spreadsheets.

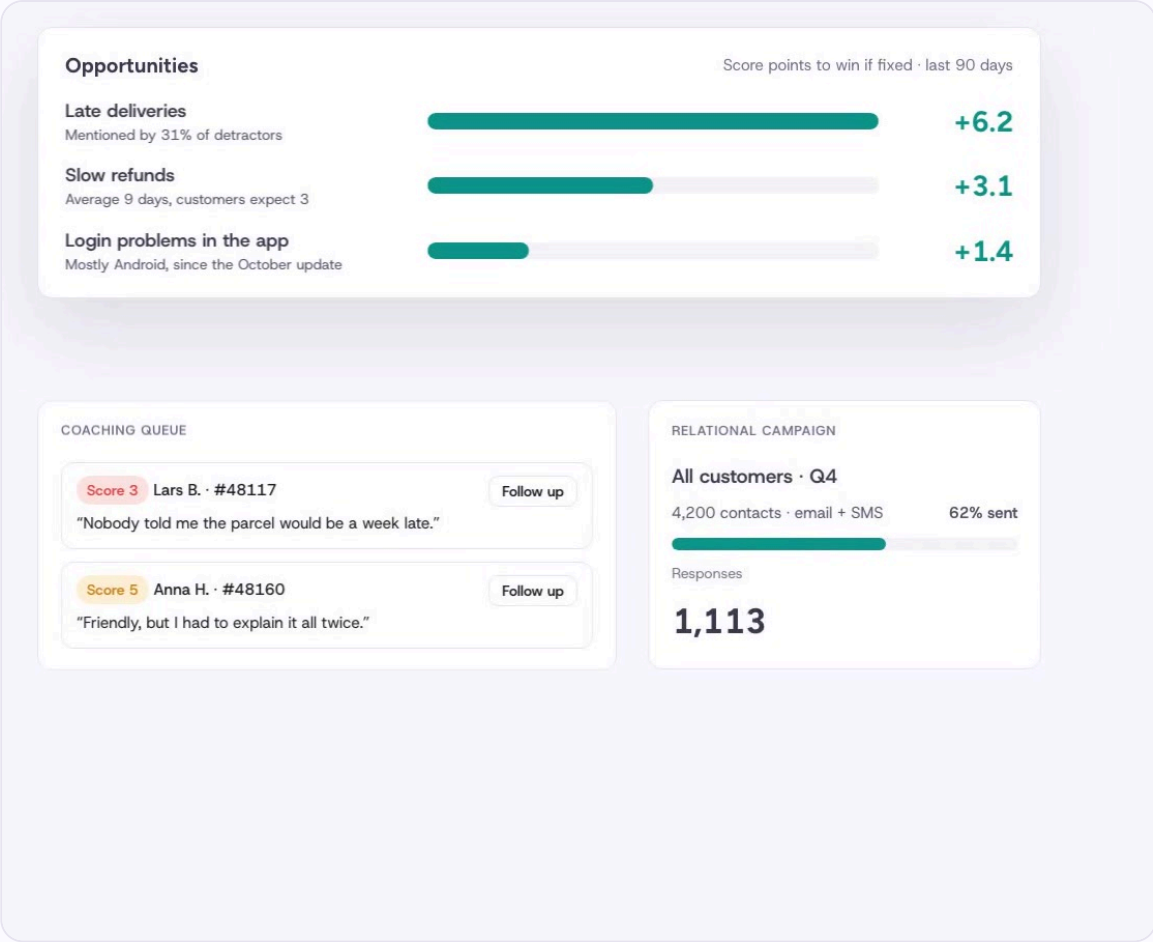
2 AI finds the themes, you see what matters

Every piece of feedback sorted into your themes, with how many points each theme costs your NPS or CSAT.

3 You hear about it in time

When satisfaction drops or a new problem appears, the right team is told by email, Slack or Teams, with the customers' own words.

See it working in the 1-minute film:
available.dk/en/produkter/film-og-datablade



4 What's inside

AI follow-up questions

Up to three adaptive questions that probe for the root cause of a score.

Perception gap

Agents rate the same conversation on the same scale; the gap shows per agent and team.

The whole survey by text

Customers text back “8”, then answer follow-ups in the same thread.

Themes and Explorer

Problems and praise per theme, with trend, quotes and impact on your score.

Proactive alerts

Score drops, gradual declines, sentiment shifts, emerging themes and spikes.

Ask your data

“Why did our NPS drop in May?” Answered with numbers, charts and your customers' own words.

Built to be trusted

One opt-out list

STOP, unsubscribe links and agent-recorded opt-outs land on one list, checked before every send.

Scanner-proof

A score clicked in an email is pre-selected, never auto-submitted.

Real scores stay real

Pooled reviews and calls feed themes, but never move your NPS or CSAT.

5 In practice

EXAMPLE SETUP

“Find out why unhappy customers are unhappy, and make sure somebody calls them back.”

Hygge Home, interior retailer, 12 agents

- Detractors explain the root cause in two or three short answers
- A team lead picks up every detractor the same day
- A drop in “Delivery › Late” is posted to Slack with quotes

A fictional company used to illustrate a typical setup. More examples, from simple to very advanced, are in the data sheet.

PRICING

No per-agent seat licences: the Zendesk app, survey designer, perception-gap windows, Explorer, alerts and reports are included.

Survey email	**0,15 DKK**
Survey SMS	**0,60 DKK per segment**
Detractor follow-up ticket	**2,00 DKK**
AI usage	**per token, 2× list price**

All prices in DKK excluding VAT. Every feature is opt-in; cost per ticket, chat and call is visible in the portal under Usage.

See Insights with your own data

Pools reviews from Mentions, calls from Transcriptions and tickets from Assistant into one set of themes.

Book a demo | Watch the film | Data sheet