



Review Capture Solutions

Capture the Customer Proof Buyers—and AI—Actually Trust

PeerSpot captures long-form, verified customer reviews that go beyond ratings and quotes—delivering the depth, structure, and credibility that both buyers and AI models rely on to evaluate and choose solutions.



THE DIFFERENCE: DEPTH DRIVES DECISIONS (AND AI)

Most platforms capture:

- ✗ Star ratings
- ✗ Short quotes

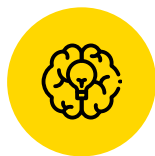
PeerSpot captures:

- ✓ Real-world use cases
- ✓ Deployment context
- ✓ Tradeoffs and limitations
- ✓ Outcomes and business impact



This is decision-grade proof—not surface-level feedback.

WHY LONG-FORM REVIEWS MATTER IN THE AI ERA



AI LOOKS FOR HIGH-SIGNAL CONTENT

Specific, structured, and attributable information.



CREDIBILITY DRIVES INFLUENCE

Verified professional reviews providing balanced insights build trust.



AI USES IT. BUYERS TRUST IT.

Long-form reviews are summarized, cited, and recommended.



DEPTH = DECISION IMPACT

More context leads to stronger confidence and faster decisions.



Short reviews get ignored.

Long-form, verified reviews get surfaced, summarized, and chosen.

“ You don’t win with more reviews.
You win with better proof.”



Capture the proof
that buyers—and AI—
use to decide.

TALK TO PEERSPOT →

HOW PEERSPOT CAPTURES LONG-FORM REVIEWS

1

BUYER EVALUATION ON PEERSPOT

Best for:
Decision-ready
buyers

- ✓ Verified, in-depth reviews from real users
- ✓ Surface in relevant product categories
- ✓ Influence buyers during evaluation
- ✓ Visible to buyers researching solutions

OUTCOME: Decision-grade credibility that influences buyers at the point of evaluation.

2

PEERANALYST (AI-GUIDED CAPTURE)

Best for:
Scale, speed and
global reach

- ✓ AI-guided conversational interviews
- ✓ No writing required from customers
- ✓ Structured, publish-ready output
- ✓ Available in 7 languages
(English, French, German, Spanish, Portuguese, Japanese and more.)

OUTCOME: More reviews, faster—with consistent depth.

3

WHITE GLOVE INTERVIEWS

Best for:
High-value
customers

- ✓ Analyst-led interviews
- ✓ Outreach and scheduling handled
- ✓ Professionally written, long-form reviews

OUTCOME: Premium, narrative-driven proof.

4

peerspot.ai CONTENT & ASSET CREATION

Best for:
High-impact
storytelling

- ✓ AI-powered content and asset generation
- ✓ LLM-optimized for visibility and citation
- ✓ Blog posts, social assets, comparison content, case studies, and more
- ✓ Seamless export for sales and marketing use

OUTCOME: High-trust, high-engagement proof.

SHORT REVIEWS vs. LONG-FORM REVIEWS IN THE AI ERA

SHORT REVIEWS (LOW SIGNAL)

- ✗ AI ignores or deprioritizes
- ✗ Lacks context to summarize
- ✗ Not cited in comparisons
- ✗ Blends into generic output

"Great product"

"Easy to use"

"Good support"

**RESULT: INVISIBLE IN
AI-DRIVEN BUYING**

VS

LONG-FORM REVIEWS (HIGH SIGNAL)

- ✓ Specific use cases
- ✓ Deployment context
- ✓ Tradeoffs and limitations
- ✓ Measurable outcomes
- ✓ AI extracts structured insights
- ✓ Used in summaries and comparisons
- ✓ Cited as credible evidence
- ✓ Shapes recommendations

**RESULT: INFLUENCES HOW
BUYERS—AND AI—CHOOSE**

BUSINESS IMPACT



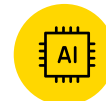
STRONGER CREDIBILITY

Verified, in-depth reviews build trust throughout the buying journey.



HIGHER MARKETPLACE CONVERSION

Long-form reviews influence buyers at the point of purchase.



BETTER AI VISIBILITY & CITATION

Detailed reviews are more likely to be used, cited, and recommended by AI and LLMs.



MORE EFFECTIVE SALES CONVERSATIONS

Real customer insights arm your team with proof that resonates.



FASTER DEAL CYCLES

Buyers get the answers they need, earlier.