aeo operators

AI SEARCH GRADER · SAMPLE REPORT

Nextiva

How ChatGPT, Perplexity and Gemini describe Nextiva, scored out of 100 across five areas.

Category: AI-powered cloud communications and customer experience (CXM) platform services.
Industries: Customer Experience Management, Cloud Communications (UCaaS) and Business/Productivity Software.
Engines checked: ChatGPT (OpenAI), Perplexity and Gemini (Google).

CHATGPT	PERPLEXITY	GEMINI
61/100	71/100	72/100
On the right track	Strong score	Strong score

This is a sample report. Real reports are prepared by AEO Operators and usually delivered within 24 to 48 hours.

SUMMARY

Your score at a glance.

Your total score adds up five areas. Sentiment carries the most weight because it shows how AI engines feel about your brand, not just whether they know it.

Area	ChatGPT	Perplexity	Gemini
Brand sentiment up to 40 points	**22/40**	**30/40**	**31/40**
Presence quality up to 20 points	**13/20**	**14/20**	**15/20**
Brand recognition up to 20 points	**12/20**	**12/20**	**15/20**
Share of voice up to 10 points	**6/10**	**7/10**	**4/10**
Market position up to 10 points	**8/10**	**8/10**	**7/10**
Total score	**61/100**	**71/100**	**72/100**

ChatGPT · 61

You are on the right track, but there is clear room to improve. Sentiment is the weakest area at 22 of 40 points.

Perplexity · 71

This is a strong result. Perplexity describes you well and gives you your best share of voice at 7 of 10.

Gemini · 72

This is your strongest engine overall. Share of voice is the gap here at only 4 of 10 points.

WHAT TO DO NEXT

Your action plan.

These are the six actions that we expect to move your score the most, in priority order.

1 **Fix the ChatGPT sentiment gap first.**

ChatGPT scores your sentiment at 22 of 40, which is 8 to 9 points below the other engines. Publish clear, dated answers to the support, billing and number-porting complaints that appear in reviews, and show how each issue is now handled.

+8 TO 9 POINTS POSSIBLE ON CHATGPT

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2 **Win back share of voice in Gemini.**

Gemini gives you 4 of 10 for share of voice and places RingCentral far ahead at 28% against your 14.5%. Publish comparison pages against RingCentral, Dialpad and 8x8 that Gemini can quote, with fair and checkable facts.

BIGGEST RELATIVE GAP IN THE REPORT

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3 **Prove your AI outcomes with numbers.**

Every engine treats your AI claims as hard to verify. Publish measured results such as resolution rates, response times and cost savings, with the method behind each number.

LIFTS SENTIMENT AND PRESENCE QUALITY

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4 **Make your packages easy for AI to explain.**

Engines say your mix of UCaaS, CXM and AI products can be hard to choose from. Create one plain page that maps each package to a buyer type and a use case.

LIFTS BRAND RECOGNITION AND DATA RICHNESS

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5 **Strengthen your enterprise evidence.**

Engines see you as strong with small and mid-sized businesses but less proven for large enterprises. Publish enterprise integration docs, security pages and named-industry use cases.

SHIFTS MARKET POSITION FROM CHALLENGER TOWARD LEADER

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6 **Keep review profiles current and answered.**

G2, Gartner Peer Insights, Trustpilot and TrustRadius shape what engines say about you. Reply to critical reviews and encourage recent customers to leave detailed reviews.

LIFTS SOURCE-BASED SENTIMENT

AREA 1

Brand recognition.

This area shows how well each engine knows your brand. A higher score means the engine can describe you in detail rather than only confirming that you exist.

Measure	ChatGPT	Perplexity	Gemini
Recognition score	62/100	62/100	75/100
Market position	Challenger	Challenger	Challenger
Brand archetype	Innovator	Innovator	Disruptor
Confidence level	82%	82%	90%
Mention depth	6/10	7/10	7/10
Source quality	7/10	7/10	8/10
Data richness	6/10	7/10	8/10

What this means. All three engines see Nextiva as a Challenger. ChatGPT has the thinnest picture of you, with the lowest mention depth and data richness. Richer, well-sourced product facts will help ChatGPT catch up with Gemini.

AREA 2

Market competition.

This area measures how often your brand comes up in industry conversations and comparisons with competitors.

Measure	ChatGPT	Perplexity	Gemini
Overall market score	8/10	8/10	7/10
Mentions	1,240	640	18,500
Comparison mentions	760	360	32,400
Common comparisons	• Pricing and contract flexibility • AI features and analytics • Ease of use and implementation • Integrations and platform capabilities • Customer support and reliability	• Pricing and plan inclusions • UCaaS and CCaaS feature breadth • AI features and automation • Integrations and ease of use • Reliability and customer support	• Pricing and overall value for small to mid-sized businesses • Voice quality, reliability and platform uptime • Customer support availability and service quality • Ease of setup, administration and user interface • AI capabilities and CRM integration features

What this means. Buyers compare you on pricing, reliability, support, integrations and AI features in every engine. Each of these topics needs a clear, quotable answer on your own site.

AREA 3

Share of voice.

This is your estimated share of answers in your category compared with competitors, for each engine.

ChatGPT

Nextiva	**18%**
RingCentral	**17%**
Zoom	**15%**
8x8	**10%**
Dialpad	**9%**
Vonage	**8%**
Five9	**7%**
Other	**16%**

Perplexity

Nextiva	**20%**
RingCentral	**18%**
Zoom Phone	**15%**
8x8	**12%**
Vonage	**10%**
Dialpad	**8%**
GoTo Connect	**5%**
Other	**12%**

Gemini

RingCentral	**28%**
Nextiva	**14.5%**
Dialpad	**12%**
8x8	**11.5%**
Ooma	**10.5%**
Vonage	**9.5%**
GoTo Connect	**6%**
Other	**8%**

What this means. You lead in ChatGPT and Perplexity, but Gemini names RingCentral almost twice as often as Nextiva. Gemini is your clearest share-of-voice opportunity.

ANALYSIS SUMMARY

Key strengths.

These are the strengths each engine associates with your brand.

CHATGPT

Unified communications and customer experience offering

Nextiva brings voice, messaging, contact center and customer experience capabilities together in a cloud platform. This can simplify vendor management and help businesses connect customer interactions across channels.

Established presence in business communications

The company has built recognition in cloud communications and serves businesses across a range of sizes. Its experience in this market can support customer trust and provide a base for expanding into broader CXM needs.

AI-enabled platform direction

AI features can help organisations automate routine work, analyse interactions and improve agent productivity. Integrating these capabilities with communications tools gives Nextiva an opportunity to differentiate its platform.

PERPLEXITY

Unified omnichannel platform

Nextiva brings voice, video, messaging, email and social interactions together, helping businesses manage customer conversations across channels in one place.

AI-enabled customer service

AI features support transcription, summaries, agent assistance, self-service and intelligent routing. These capabilities can improve efficiency while helping businesses handle more complex customer needs.

Scalable communications foundation

Its cloud communications roots and range of business phone and contact center tools serve organisations from smaller to larger operations. CRM and other software integrations can help fit the platform into existing workflows.

GEMINI

Unified CXM and UCaaS platform

Nextiva combines business communications with customer experience management into a single, scalable cloud solution. This integration allows businesses to streamline communication workflows and reduce operational complexity.

Strong presence in the SMB market

The company has built a reliable brand reputation among small and medium-sized businesses by offering dependable service and intuitive tools. Its customer-centric focus helps maintain high retention rates across core segments.

Advanced AI features

Nextiva continues to embed conversational AI and automation into its platform to deliver actionable customer insights. These capabilities enhance agent productivity and enable predictive customer engagement.

ANALYSIS SUMMARY

Growth areas.

These are the gaps the engines see. Each one maps to an action in your action plan.

Growth area	What the engines say
Stand out in a crowded market	Nextiva competes with large cloud communications providers and specialised contact center and CXM platforms. Clear proof of superior outcomes, reliability and ease of use will be important to win and retain customers.
Simplify adoption and product positioning	The broad mix of communications, CXM and AI capabilities may make product selection and implementation harder for smaller businesses. Clearer packages and guided onboarding could help customers realise value sooner.
Enterprise market expansion	While dominant in the SMB space, scaling further into larger enterprise accounts requires deeper integrations and customised feature sets. Competing against established enterprise vendors remains a key opportunity.
Demonstrate practical value from AI	Businesses may be cautious about AI adoption because of accuracy, privacy and governance concerns. Transparent controls and measurable improvements in service quality or operating costs can strengthen adoption.
Deepen integrations and unified data	The platform's value depends on connecting customer records and workflows across business systems. Expanding integration coverage and making data flows easier to configure could strengthen its end-to-end CX proposition.
International market penetration	Expanding beyond North America presents a significant avenue for revenue diversification. Establishing local sales channels and regulatory compliance across global regions will accelerate this expansion.
Support complex enterprise requirements	Larger organisations often need extensive integrations, flexible administration and consistent performance across regions and channels. Continued investment in these areas can broaden Nextiva's appeal beyond smaller and midsize businesses.
Demonstrate measurable AI outcomes	AI features create an opportunity to differentiate, but buyers will look for reliable performance and clear returns. Transparent evidence on resolution rates, response times and operating costs could support adoption.

CONTEXTUAL ANALYSIS

Market trajectory and narrative themes.

Engine	Trajectory	What the engine says
ChatGPT	**Positive growth, with strong competitive pressure**	Demand for cloud communications, integrated customer experience tools and AI-enabled service capabilities creates room for expansion. Nextiva's trajectory will depend on differentiating its platform and demonstrating reliable value as competition intensifies.
Perplexity	**Positive growth**	Nextiva is extending its established cloud communications business into a broader AI-powered customer experience platform, with omnichannel contact center and automation capabilities. Sustaining momentum will depend on making the expanded offering easy to adopt and proving consistent customer and operational results.
Gemini	**Positive growth**	Nextiva is well positioned for sustained expansion as businesses increasingly migrate to unified cloud communications and AI-driven customer experience platforms. Strategic acquisitions and continuous product innovation support its upward market trajectory.

Narrative themes

These are the stories each engine repeats about your brand.

CHATGPT

- Unified communications and customer experience tools that bring conversations across channels into one platform
- AI-powered automation and insights positioned to help businesses improve service and productivity

PERPLEXITY

- Unified communications and customer experience across channels
- AI-powered conversations that turn customer interactions into action
- Amazing service and responsive customer support
- Scalable cloud platform for businesses of different sizes

GEMINI

- Unifying business communications and customer experience management through an all-in-one platform
- Leveraging conversational AI and automation to enhance customer interactions
- Empowering small and mid-sized businesses with enterprise-grade UCaaS tools
- Transitioning traditional VoIP services into an integrated modern workspace

AREA 4

Sentiment analysis.

Sentiment is worth up to 40 points. Your sentiment points are 22 in ChatGPT, 30 in Perplexity and 31 in Gemini. The scores below are out of 100.

Measure	ChatGPT	Perplexity	Gemini
General sentiment The overall tone of AI descriptions.	**55** Unified communications and CX capabilities appeal to businesses seeking consolidated tools. Experiences with support, reliability and account management vary.	**79** Reviewers often praise ease of use, call quality and reliability. Some customers report slow support, billing issues and difficulty resolving problems.	**82** High uptime reliability and call quality. Intuitive interface, simple setup and responsive 24/7 support.
Contextual sentiment How tone changes by topic and use case.	**53** Competition in UCaaS and CXM raises expectations for dependable service and integrations. AI claims are hard to assess without independently verified evidence.	**75** Reliability and usability are strengths. Setup, number porting, reporting and administration can create friction.	**75** Strong positioning against legacy VoIP providers. Growing adoption of AI-powered CX tools, with more competition from large tech enterprises.
Source-based sentiment How trustworthy the sources behind the tone are.	**50** No dated, consistently coded review sample was available, so this neutral score shows missing evidence rather than neutral sentiment.	**77** G2 and Gartner pages report favourable ratings. Trustpilot and review comments also surface support and account-management complaints.	**77** Consistently high ratings on review aggregators and positive analyst accolades, with occasional forum complaints about contract renewals.
Opinion division How split opinion is. Lower means more agreement.	**45** This is a provisional estimate. A representative sample of positive and negative reviews is needed to measure division.	**42** Division is moderate. Positive accounts stress reliability and setup help, while negative ones centre on support cases, delays and number porting.	**32** Division is low to moderate. Small businesses report high satisfaction, while larger enterprises have mixed views on advanced customisation.

AREA 5

Source analysis.

These are the sources each engine leans on when it describes you.

CHATGPT

Reliable data: No

No live source retrieval or review dataset was supplied, so current ratings, review volumes and source-specific sentiment cannot be verified.

PERPLEXITY

Reliable data: Yes

Public customer review pages give verifiable evidence of both positive and negative experiences. Ratings are self-selected and vary by platform and date.

G2 **79**

Reports a 4.5 out of 5 rating and praises usability, call quality and support, with some response-time and administration concerns.

Gartner Peer Insights **82**

Reports a 4.7 out of 5 rating from 787 ratings, with favourable comments about setup and reliability.

Trustpilot **68**

Shows many positive experiences with staff and usability, plus complaints about support delays, onboarding and number porting.

GEMINI

Reliable data: Yes

Extensive user reviews, industry analyst reports and market evaluations exist across multiple software portals.

G2 **84**

Users praise ease of use, product administration and call clarity.

Gartner Peer Insights **76**

Enterprise buyers appreciate reliability but want deeper CRM integrations.

TrustRadius **80**

Strong scores for customer service efficiency and core communication features.

What this means. ChatGPT had no reliable source data about you. This is the root of its lower sentiment score, and fresh, well-linked review and evidence pages are the fix.

Models used in this sample: OpenAI GPT-6 Luna (knowledge cutoff 18 May 2026), Perplexity (live web search, no fixed cutoff) and Gemini 3.6 Flash (knowledge cutoff March 2026). AI answers change over time, so scores are a snapshot.

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