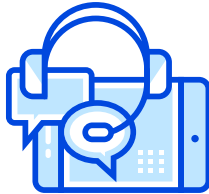


Call center transcript analysis

Call transcripts are generally not very accurate and contain lots of mistakes. This is mainly because phone conversations are generally much looser concerning grammar and syntax rules: we change subjects, repeat ourselves, insert filler words and sounds or speak in nongrammatical fragments.

Our NLP algorithms are used to mine call transcripts to deliver detailed analyses of clients' reactions. This can be done on a day-to-day basis to monitor KPI and client satisfaction or ad-hoc to gain insight into specific campaigns.



1

Read the **transcript** and understand it properly.

Natural Language Processing (NLP) is a way how machines extract information effectively.

2

Feed your database Feed your database with correct and relevant information.

Our solution can handle any specifics or tricks of the spoken language.

You have to cope with lots of unstructured data

What is it about?

Routine work based on well defined tasks

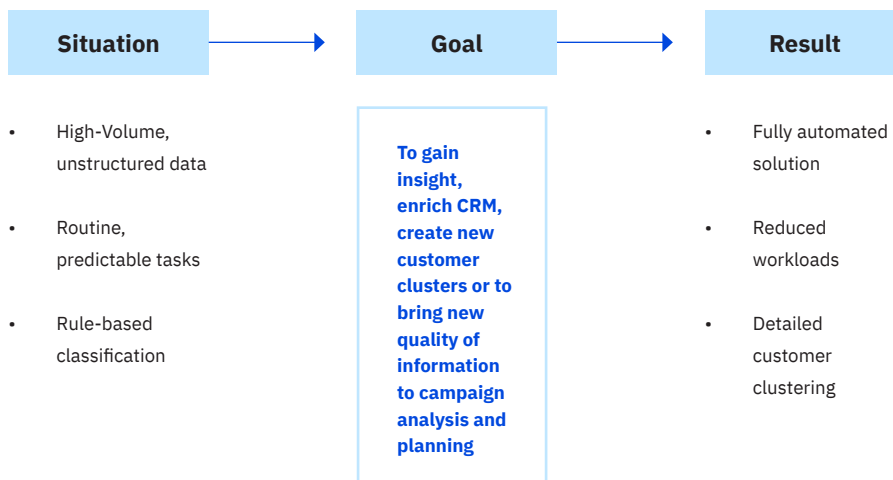
What is the goal?

Information extraction, campaign analysis, KPI analysis

How can we help?

Give you a tool that will save time of your employees and improve the quality of information you work with

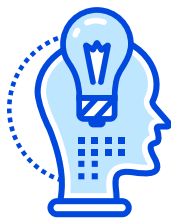
People should do what they are good at and leave machine work to machines



CRM notes analysis

Operators take many different notes during their conversations with clients. The notes are usually unstructured and vary considerably. Each operator has his own style, vocabulary, and comment structure.

Our NLP tool extracts what matters from unstructured notes. It classifies what or who is mentioned, what topics have been dealt with and feeds this information into your database in real-time.



1

Read the notes and **understand** them properly.

Natural Language Processing (NLP) is a way how machines extract information effectively.

2

Feed your database with correct and relevant information.

*Our tools are **integrated** into your systems and help them to **enrich standard** (and usually rigid) information structure.*

You have to cope with lots of unstructured data

What is it about?

Routine work based on well defined tasks

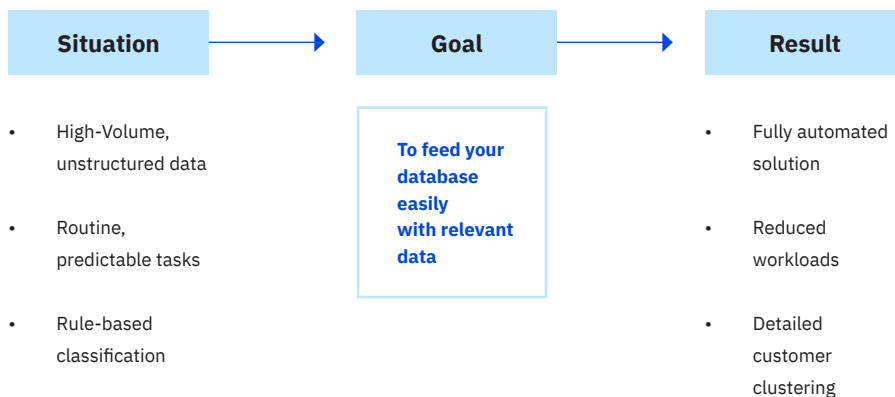
What is the goal?

Build and support robust knowledge-base

How can we help?

Give you a tool that will save time of your employees and improve the quality of information you work with

People should do what they are good at and leave machine work to machines



Role specific use cases

Customer pain points and how to fix them



Client center director

Client centers perform lots of routine tasks that can be easily automated. Our tools help machines improve their ability to understand text so that they can perform their tasks with greater reliability and efficiency.

- Sophisticated **text analysis** quickly evaluates the data and finds all the important information in it.
- The analysis takes into account all key entities plus the **context**.
- Manual work declines rapidly and precious human resources can be used for **expert tasks**.

People should do what they are good at and leave machine work to machines

Optimize the impact of your communication efforts

What are you interested in?

- reducing routine workloads
- enhancing effectivity
- process automation

When do you need good data?

- churn prevention
- early intervention
- moments of truth



Multilingual

Language independence - our algorithms do not depend on the language



Industry specific models

Create a classification model based on your own taxonomy



Entity extraction

Create context-aware entity extraction models based on your own vocabulary



Moments of Truth

Identifying the interactions that are important to customers



Root causes

Detecting the underlying cause of the incident from the specified text

e.on

Our happy client

Our solution enabled E.ON to enhance its client center productivity. We increased email classification accuracy from 50% to 82% and saved 2 FTE.

Customer experience

Customer experience specialists collect lots of customer feedback in written form, i.e. emails, reviews or call transcripts. This data is unstructured, disorganized and hard to analyze at scale. Our tools use

artificial intelligence and machine learning for text analysis so you can discover what matters to your customers and gain objective insight.

Spend less time analyzing, more time strategizing

Optimize the impact of your communication efforts

What are you interested in?

- objective insight
- feedback analysis
- sentiment analysis

When do you need good data?

- churn prevention
- early intervention
- moments of truth



Multilingual

Language independence - our algorithms do not depend on the language



Industry specific models

Create a classification model based on your own taxonomy



Entity extraction

Create context-aware entity extraction models based on your own vocabulary



Machine learning

Fully automated self-improving tool



Sentiment analysis

Build a domain-specific sentiment analysis model that works for your industry



Our happy client

We helped E.ON gain insight into one of its largest campaigns. Our detailed analysis of customer reactions was used to enrich CRM, create new customer clusters and bring new quality of information to campaign analysis and planning.

SentiSquare_

