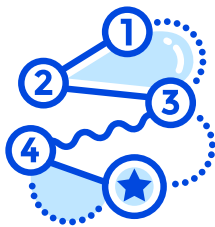


Feedback analysis

When your clients talk to you, they expect you to listen. Any **feedback** is important, both negative and positive. Positive feedback will motivate your people whereas negative feedback should be used to improve your products or services and make you even better. To read all comments and feedback is very time-consuming and sometimes also subjective. Usually people are looking for what they already know or what they expect. With our tools you can get objective insight, find out what really matters and discover unexpected.



1

When your clients talk to you, they expect you to **listen**.

Natural Language Processing (NLP) is a way how machines understand what people say in *context*.

2

Know what is **important** for your clients and how they **feel** about you and your products.

Our tools are *integrated* into your systems and help you to identify any important message as soon as possible and deliver it to the right place.

Standard feedback analysis tells you WHAT happened but our solution tells you WHY

What is it about?

Interconnected activities and fast reaction

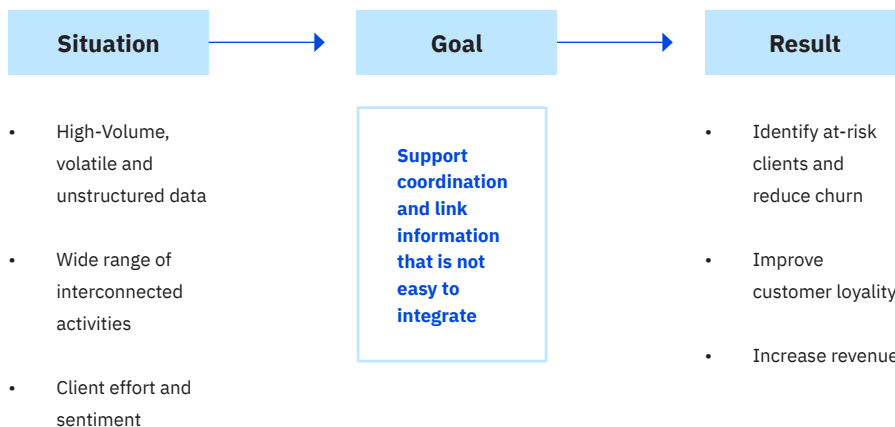
What is the goal?

Coodinated and fast reactions, identification of moments of truth you can rely on and prevent churn

How can we help?

Give you a tool that will discover every important intent hidden in your customers' comments and give you objective insight

Fix the problem where it really matters



Trouble that our client faced

1.250.000

Every year, client center asks 1.250.000 customers for SMS feedback.

60 %

60 % clients leave a written comment in their feedback (>10,000 SMS / month)

?

Customers provide feedback because they want to be heard and we should listen to them, but it is very time-consuming to read every comment and classify all the messages.

How can we help?

- Keeping your customer is much more efficient than compete for new one on the market.
- Our tools will help you to identify critical points in your customers' messages and warn you that you are in risk to lose them.
- You will know who your at-risk customers are and what are their issues. You can engage your at-risk customers faster and respond appropriately.
- For example, we can identify your top 20 % clients among all dissatisfied customers. Thus you can respond quickly and adequately to their issues and avoid churn.

Dissatisfied clients



TOP 20 clients
20 % clients
= 80 % revenue

Identification of effort
Perceiving of excessive client effort

Moments of Truth
Identifying the interactions that are important to customers

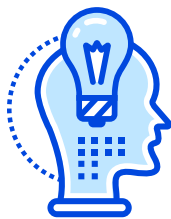
Root causes
Detecting the underlying cause of the incident from the specified text

Prognosis
Prediction of departure, escalation to the regulator, eventually court

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

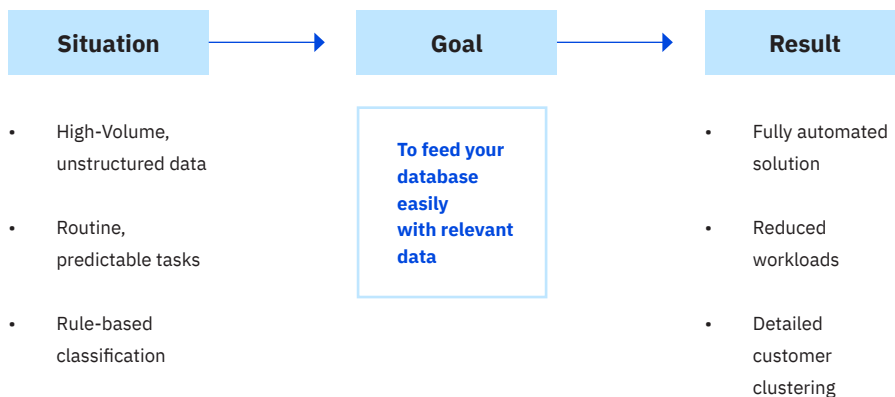
What is the goal?

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



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.

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**.

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

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



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Moments of Truth

Identifying the interactions that are important to customers



Root causes

Detecting the underlying cause of the incident from the specified text



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.

SentiSquare_

