

# 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

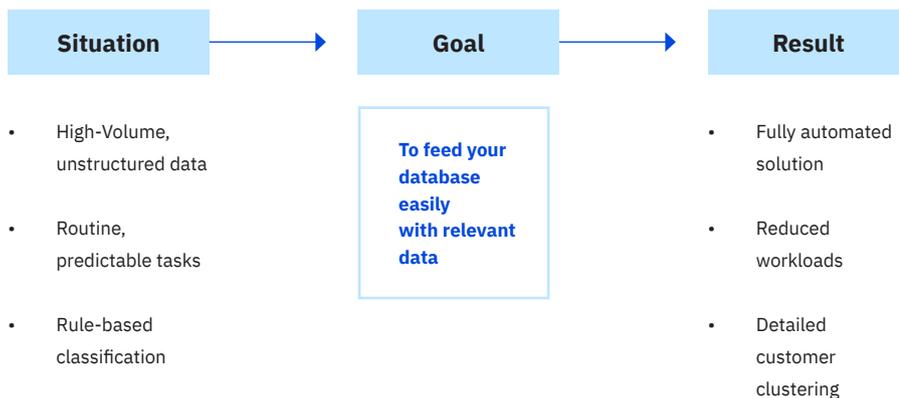
### What is the goal?

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



# Social media monitoring

There is abundant amount of comments all over the internet. **Each comment is potentially a customer opinion.** SentiSquare helps to understand the mass opinions in a moment by providing opinion summaries.

Our tools are successfully used as online service for digital marketing managers who deal with high traffic and noise in social media and can't comprehensively monitor what their consumers are saying about their brands around the globe.

The main benefit from using SentiSquare is understanding the customer desires expressed in social media conversations. Thanks to this knowledge we find the way to approach them.

1

**Understand** what your customers are saying about you online and learn how to approach them.

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

2

**Detect** popular opinions in a moment, **identify** topics and comments with the greatest impact and track topics and opinions over time.

*Our solution can handle the specific language of social media - use of slang and abbreviations, lots of misspelled words and grammatical errors*

## Optimize the impact of your communication efforts

### What is it about?

Social listenig, brand reputation

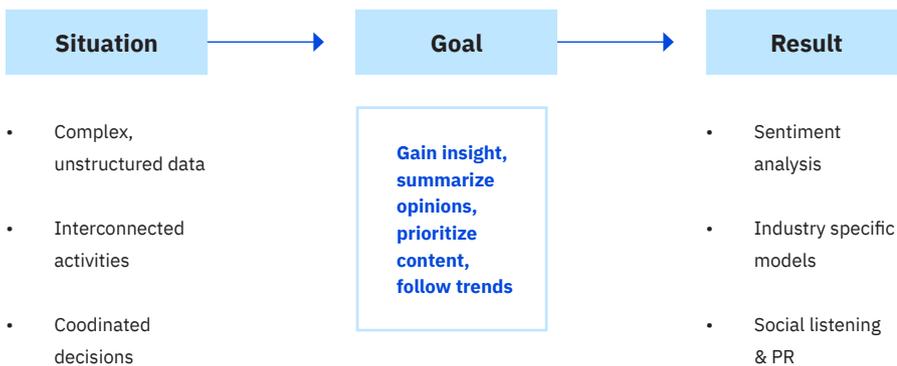
### What is the goal?

Listen and understand your customers online

### How can we help?

Campaign analysis and planning, competition analysis

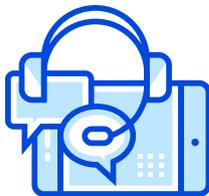
## Spend less time analyzing, more time strategizing



# 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



# 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.

# Marketing manager

Marketing teams collect large amounts of unstructured textual data like survey comments or social media reviews.

Our NLP tools go beyond keywords and analyze text contextually to gain objective insight and continually monitor trends and competitors.

## Spend less time analyzing, more time strategizing



### Brand reputation

Monitor what your consumers are saying about your brand around the globe



### 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



### Social listening & PR

Build complex models specifically designed for the problem you're trying to solve



### Sentiment analysis

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

## Optimize the impact of your communication efforts

### What are you interested in?

- my product
- competitors
- trends

### When do you need good data?

- campaign planning and evaluation
- running customer surveys
- developing new ideas



## Our happy client

Nestlé used our tools for market research. As a result, we identified the Top 5 topics that are most relevant for the customer, discovered some controversial topics (e.g. Dukan Diet) and quantified the language that customers truly use. Based on this analysis, we made recommendations for articles based on seasonal and topical interest.

# BI manager

Your company produces large volumes of textual information every day. Our engine enables to you analyze all your textual content at scale and gives you a robust analysis of your processes. Thus, you

can monitor all activities based on what actually occurs inside your company: not based on what your consultants think might be happening.

**Machine classifies, aggregates, prioritizes, summarizes, understands what it reads and presents it in a visual and friendly way**

**What are you interested in?**

- reducing routine workloads
- boosting effectivity
- process automation

**When do you need good data?**

- decision-making support
- bottleneck identification
- KPI monitoring

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



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**Machine learning**

Fully automated self-improving tool



**Our happy client**

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

SentiSquare\_

