Intelligent Feedback Analysis

Discover and extract key-insights from your customer data and leave the machine work to the machines.
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Challenge

When your clients talk to you, they expect you to listen. However, as the amount of data currently produced rapidly increases, the traditional methods of customer feedback analysis can no longer cope with the communication volume.

Solution

An innovative Natural Language Processing (NLP) tool helping you identify potential pain points in customer experience, letting you take better-informed decisions and act faster.

Key Features:

- **Categorization**: 40+ categories for a quick and clear overview of customer feedback
- **Sentiment Analysis**: Domain-specific sentiment model with 90%+ classification accuracy
- **Trends monitoring**: Continuous feedback analysis provides you with actionable insights on changing needs

How it works?

- High-volume data processing
- Machine learning
- Industry specific models

- Customer churn reduction
- Increased customer satisfaction
- Early intervention
## Case study

### Context

A leading retailer in Czech Republic uses open-ended survey questions to collect customer feedback and monitor department and branch performance.

However, with 40,000+ responses per quarter the process proves to be overly laborious resulting in long report preparation time and collected data utilization of only 30%.

### Scope of implementation:

- Integration with existing systems using a simple API
- Introduction of 44 message categories, for instant message classification
- Purpose-built sentiment model determines if the feedback is positive, neutral or negative with 94% accuracy
- Built-in visualization feature allows for instant chart dashboard creation for quick analysis.

### Client impact

100% feedback classification gives you actionable insights on your customers’ needs

86% reduction in processing time needed to prepare quarterly feedback reports

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A platform designed to provide a selection of technology solutions and innovation services customized to meet corporate needs and challenges.

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