





**NATURAL LANGUAGE PROCESSING**

**AND**

**SEMANTIC ANALYSIS**

**POWERED INTELLIGENCE**

 **OAKS**

Based on:



Based on:



## BRAND ANALYSIS

## DOCUMENT MANAGEMENT

## SEARCH ENGINE OPTIMIZATION

### SAPI SERVICES

- Sentiment analysis
- Influencer identification
- User contagion
- Fake news detection

- Web crawler
- Summarization
- AI-powered chatbot
- Document tagging
- Semantic Categorization

- Keyword extraction
- Business categorization
- Competitor & Partners identification

### DOMAIN

Social Networks

Documents

Web Sites

### TOOLS

Natural Language Processing



Machine Learning



Deep Learning

### BENEFITS

- Help in quickly resolving customer complaints
- Aid in growing presence in digital channels and addressing negative reviews and comments

- Work in any language and domain
- Allow everyone to be more efficient and effective and improve productivity

- Lead to Better User Experience
- Increase Engagement, Traffic & Conversions

# SAPI BRAND ANALYSIS SERVICES



## Deep Insights of your brands and products

- **Sentiment analysis:** get insights about how people perceive your brand or product on main social media (youtube, instagram, facebook)
- **Influencer identification:** understand who is your main supporter or opponent on social media channels
- **User contagion:** simulate how you can influence the network of “your users”
- **Fake news detection:** obtain alerts on possible fake news or fake rumors about your brand or product
- **Modeling Customer Journey and Business Intelligence:** Identification of **pain** and **gain points** from feedbacks given in natural language

Global sentiment index

Language Detection

Engagement capabilities

Basic emotions

Domain specific

Emotional polarity

Emotions within a time span

Contagion capabilities

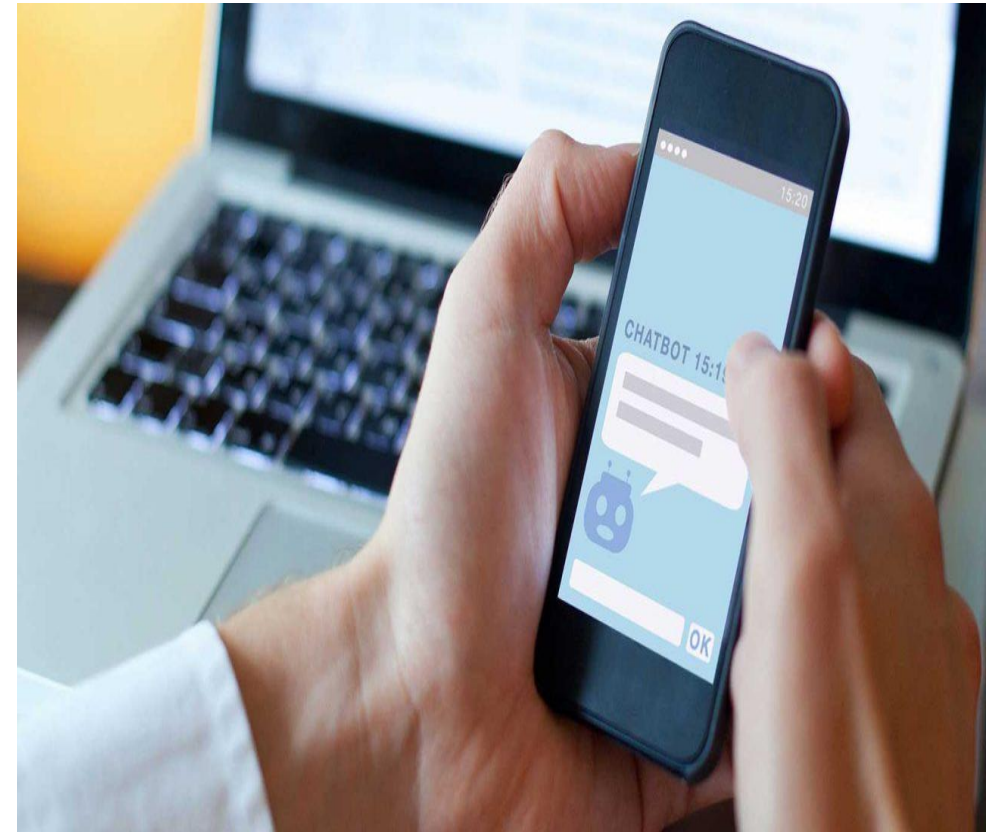
Micro-influencers identification

List of influencers

# DOCUMENT MANAGEMENT SERVICES

## Easy access to your contents

- ⦿ **Summary Generation:** The better version of your information will be generated by extracting the most important parts.
- ⦿ **AI-powered chatbot:** help your clients or employees to easy access to your documents (manuals, guidelines, etc...) based on *MS Azure Bot Service*
- ⦿ **Document Tagging:** Browse your documents by tags automatically extracted.
- ⦿ **Semantic Categorization:** classify your documents (news, posts, etc...) into your own categories for an easy access to what is of your interest.



# TEXT ANALYTICS: SUCCESS STORY

## Modeling Customer Journey and Business Intelligence

- **Data Sources:**

- Internal data: feedbacks from **questionnaires** (survey/customer feedback management services)
- External data: feedbacks from **social media** (Google, Facebook, etc...), reviews, ...

- **Goal:**

- Identification of **pain** and **gain points** from comments given in natural language

- **Approach:**

- Natural language processing: language models based on **Deep Learning**
- Machine Learning: **supervised** and **unsupervised** learning models

- **Results**

- Daily **Insights** about pain and gain points



# THE APPROACH: THE SEMANTIC CLASSIFIER

