	BRAND ANALYSIS	DOCUMENT MANAGEMENT	SEARCH ENGINE OPTIMIZATION
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

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

TEXT ANALYTICS: SUCCESS STORY

Modeling Customer Journey and Business Intelligence

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

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

- **Approach:**
  - <u>Natural language processing</u>: language models based on **Deep Learning**
  - <u>Machine Learning</u>: **supervised** and **unsupervised** learning models

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

THE APPROACH: THE SEMANTIC CLASSIFIER

Training phase (once)

Production environment

TRAINING DATA Classified feedbacks

New Customer Feedbacks

Trained models

Accuracy > 98.5%

Feedback classification in Categories/Tag (existing or manual)

NLP / Machine Learning Algorithm Training

NLP/ Machine Learning Algorithm

Classified Customer Feedbacks based on specific taxonomy

Sentiment

Is the feedback positive or negative?

Categorisation

Prediction on more **160 categories**