SAGECX

"Identifying emerging themes using Natural Language Processing (NLP) based on Voice of Customer data across a portfolio of brands, geography and loyalty levels."

Library of NLP techniques

- Reusable Notebooks to perform pre-processing steps such as Stop-words and keyword dictionaries, lemmatization, n-gram analysis, sentiment classification

Works with Unstructured data (text) sources

- Ability to handle unstructured data processing to get meaningful insights

Customized to your business

- Tailored offering by industry vertical and business function; and fit to suit your needs.

**Reach out to us at alliances@tredence.com for a demo.**

Tredence is an AI engineering and data science company that focuses on last-mile delivery of insights into actions by uniting its strengths in business analytics, data science and engineering.

AI based text-analytics tool that aims to generate actionable customer insights for your business

Data Unification
- Gathering unstructured data sources such as Case Notes, Customer Chats, Emails, Social & Forums data
- Combining above data with that of internal, customer demographics and transactional data points
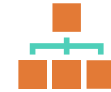
Data Pre-Processing
- Applying text pre-processing techniques such as stop-words removal, lemmatization to derive the root keyword
- Converting the unstructured to structured data format for further processing
- Storing the processed data

NLP Engine
- Extracting emerging themes & subthemes using Natural Language Processing (NLP) techniques
- Conducting sentiment analysis to understand the root-cause of the customer pain points
- Storing the results & key observations into a structured database

Report Consumption
- Enabling executive report view of key metrics for business to take informed decisions
- Ability to drill down the data & generate insights across dimensions such as Brand, Geography, Property, Loyalty levels of customers

Successful Deployment

Derived **100+** themes and **800+** subthemes across Business, Leisure stays

For a Leading hospitality chain, built an NLP-based text pipeline to automate the topics/themes identification based on Voice of Customer

Tredence offers contextual insights by processing unstructured data and identifying emerging themes using NLP

Tredence
Connect the Dots