

Sentiment Analysis

Intelligently evaluate opinions and sentiments, improve service and customer satisfaction through automated case management

Overview

In today's digital world, customer's feedback can affect the brand image of organisations in both positive and negative ways. Hence it is very helpful for organisations to very quickly identify threats to their reputation, understand opinions and classify polarity of any text, email or feedback received from the customer. This would help organisations detect changes, improve their service and deliver value.

Yexle's Sentiment Analysis uses AI / ML models to intelligently read incoming texts and email feedback / messages to identify and categorise sentiments. It leverages Appian's Case Management capabilities to automatically route, mitigate and diffuse negative situations. Reliable metrics can be used to analyse and improve the quality of service and brand image.

Features



Identify & Rate Message Aspect and Polarity

AI / ML based identification of aspect (Food, Hospitality, Customer Service), polarity and sentiment score (Good, Neutral, Negative)



Configure Workflow

Based on aspects and polarity, route tasks to pre-configured departments for appropriate migration / remedial actions



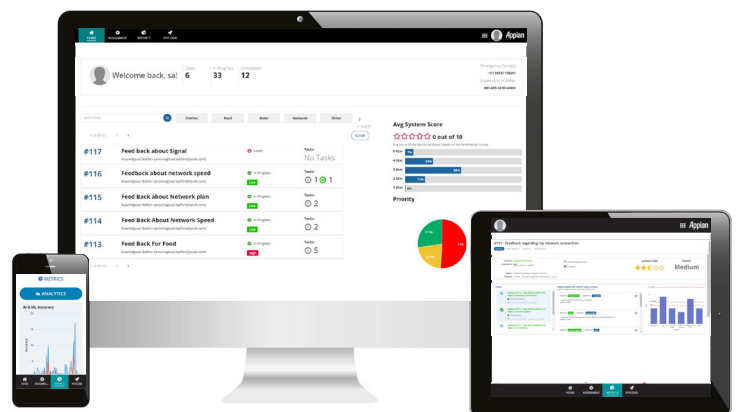
Improve Identification through Continuous Machine Learning

Agent can take action and revise sentiment scores. These will be automatically fed back to AI / ML models to improve subsequent identification of sentiments



Analytics & Reports

Gather insights through real-time data analytics & reports



Deploy Once - Use Anywhere

Solution can be seamlessly used across multiple channels (ie., Laptop, Tablets, etc) without any additional effort for coding or deployment

Benefits

- ▶ Identification and Classification of Aspects, Polarity, Sentiments reliably and consistently through pre-trained AI / ML models
- ▶ Configurable Workflows ensure automatic routing to different departments thereby improving efficiency
- ▶ Spot trends in feedback. Prevent a full crisis by proactively responding to them
- ▶ Improved reliability and accuracy as the AI / ML models constantly learn from feedbacks, revision of sentiment scores and polarities
- ▶ Improve transparency and customer service through real-time reports and dashboards