

Developing a state-of-the-art approach to text analytics for holistic and accurate improvements

Open-ended comments potentially provide a deeper contextual understanding of the customer and employee experience beyond simple scoring, but only if you can glean the right information from them. While manual comment analysis is effective at analyzing text comments, it is time-intensive, labor-intensive, and tends towards inconsistent results.

Recent developments in the field of artificial intelligence (AI) provide new and better ways of analyzing text automatically. SMG's team of data scientists are improving text analytics by incorporating state-of-the-art machine learning algorithms to provide richer, more accurate insights.

The SMG approach to AI-native text analytics is based on modern, cutting-edge research in neural networks and natural language processing (NLP). This allows the system to evaluate feedback the way a person would—beyond individual words.

Most text analytics models	AI-native text analytics
<ul style="list-style-type: none">• Non-english comments require translation• Lack of full context• Human-derived entity detection• Classification errors due to rules-based system	<ul style="list-style-type: none">• Native support for 40+ languages• Understands language nuance + higher accuracy• Expert knowledge + ML for context-based detection• Less need for human support + significantly fewer errors

With improved analytics, the system can more accurately decode text comments to determine tone, sentiment, context, and more—with results based on a machine learning model using more than 300 million parameters. Not only does a deep learning model like this provide immediate improvement, but it is also built to learn context and nuance over time, leading to greater accuracy + fewer errors.

INDUSTRY-LEADING ACCURACY IMPROVEMENTS IN THE ANALYSIS OF SENTIMENT AND PRODUCT + CATEGORY DETECTION

Maximize the impact of your open-ended customer feedback

Deriving insight + action from customer comments can be difficult, however the right technological approach can make that process much easier. With AI-native text analytics, SMG introduces a modern solution for driving highly accurate results from your contextual customer feedback without adding to your labor needs.

To learn more about SMG's AI-native text analytics, reach out to your SMG team or visit smg.com/contact-us.

Benefits:

- **Improved accuracy:** The number of errors and misclassifications in comment classification is noticeably reduced, improving efficiency + effectiveness while reducing the manual workload.
- **Actionable insights through accurate context analysis:** Improvements for analysis of sentiment, categories, and product detection—as well as a deeper understanding for context + nuance with greater accuracy for non-standardized open-ended feedback and specialty industries or categories—means more relevant, actionable insights.
- **Language-agnostic functionality:** Many analysis models translate non-English languages to English for processing, leading to a loss in context and meaning. Our model uses native-language processing, eliminating the risk of sentiment loss from translation. SMG processes AI-native text analysis for more than 45 distinct languages.
- **A foundation for future improvements:** This improved multilingual platform gives SMG great flexibility to introduce future complementary text analysis products + features unilaterally to all users, including alerts in all supported languages.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change—helping organizations generate new revenue, grow existing revenue, reduce churn and detractors, and drive operational efficiencies. Our unique software with a service (SaaS) model puts a dual focus on platform technology and professional services, making it easy for brands to activate insights based on customer, patient, and employee feedback. To learn more about our customer, employee, and brand experience management (XM) solutions, visit www.smg.com.