

IMPACT 360[®]

Text Analytics



Impact 360 Text Analytics can help your organization analyze customer interactions and feedback from a variety of sources, such as email, blogs, chat, Twitter, Facebook, and other social media channels.

Now You Can:

- Gain a better understanding of your customers, corporate image, competitors, and market by analyzing postings in direct customer interactions, such as chat and email, as well as social media such as blogs, review sites, and other text-based channels.
- Benefit from integrations with Impact 360 Speech Analytics and other solutions within the Impact 360 Workforce Optimization suite.
- Use captured data to drive decisions on processes, products, staffing, and other factors that can impact the customer experience.
- Combine intelligence gathered from text channels with information in your contact center, branch, and back-office operations for a holistic picture of enterprise customer service.
- Enable marketing, product development, and other areas of your organization to use sophisticated text analysis capabilities for better decision making.

Today's businesses are increasingly being challenged to extract valuable information from customer communications across channels other than the telephone. However, the traditional enterprise resource for managing customer interactions — the contact center — is often unequipped to analyze email messages, chat sessions, social media channels, and Web forums.

Verint[®] Witness Actionable Solutions[®] can help. We offer **Impact 360[®] Text Analytics**, a software solution designed specifically to analyze customer interactions and feedback from a variety of internal and external sources, including:

- Blogs
- Chat sessions
- Contact center notes
- Email
- White mail
- News and review sites
- Social media channels
- Survey comments

Available as an integrated application within our unified Impact 360 suite and as a standalone solution, Impact 360 Text Analytics can help your organization leverage customer feedback in text-based channels to drive better decisions on products, services, programs, staffing, and the overall customer experience.



WITNESS ACTIONABLE SOLUTIONS[®]

Gain Visibility into Web, Email, Chat, and Text Messages

Collect and Process Text Efficiently

Flexible and quick to deploy, Impact 360 Text Analytics uses APIs and Web content scrapers to gather structured and unstructured data from the sources you've defined. You can select how often the solution performs data pulls. Users throughout your enterprise can also upload data at any time.

After collecting the data, Impact 360 Text Analytics can extract the content using natural language processing to "understand" syntax and context. The solution can retain the structured data associated with individual messages — such as email addresses and other identifying information — and keep it with the text. It can also use structured data to extract pertinent information from internal applications and data warehouses, such as correlating email addresses on a Web form with information in your CRM system to reveal premier customers. This can help you gain a deeper understanding of an issue or situation and deliver a highly tailored response — a key advantage in service recovery and customer experience management programs.

Going further, Impact 360 Text Analytics can apply "sentiment scores" to captured messages to help you identify and assess trends quickly across thousands — even millions — of comments. Negation, conditional sentiments, and other linguistic nuances can be identified automatically, facilitating accurate message categorization. Sentiment scoring can even be tuned to incorporate industry or organizational terms and concepts, helping you pinpoint business opportunities or specific areas of customer concern. It's a fast, convenient way to obtain insight and track trends — without the labor, time, and expense associated with focus groups and traditional customer surveys.

Classify, Store, and Report on Data Easily

Having collected and processed message content, Impact 360 Text Analytics can classify it automatically to create an initial data model. The solution can further refine the model by applying out-of-the-box templates, user-defined rules, and machine learning, in which the software uses patterns in data to adjust the model

over time. This iterative approach helps deliver a high level of precision and recall while minimizing manual effort by your team.

Data is stored in the solution's database and can be displayed to users across your enterprise in role-specific reports or through your existing business intelligence platform. Users can search, organize, and analyze text to understand root cause, trends, and more. Embedded, intuitive reports offer a quick, convenient way to display and share data.

What's more, Impact 360 Text Analytics can monitor the database for comments that exceed defined thresholds. Built-in early warnings and alerts can notify employees proactively of unusual feedback patterns that may indicate potential issues.

Provide Business Users with Sophisticated Text Mining

Impact 360 Text Analytics is robust and scalable, with a database that can support multiple large-scale applications without the need for database development, coding, scripting, or linguistics work. Its intuitive user interface is designed for non-technical users. Better still, Impact 360 Text Analytics can be used in combination with other solutions in the Impact 360 Workforce Optimization suite, including Impact 360 Speech Analytics, to provide a comprehensive view of enterprise customer service operations. It's a powerful solution that can help your organization drive significant, quantifiable benefits and a process of continuous performance improvement.

Impact 360 Text Analytics — Part of the Impact 360 Workforce Optimization Solution

Impact 360 Text Analytics is available as optional functionality within Impact 360, a workforce optimization suite from Verint Witness Actionable Solutions. Backed by more than 480 issued and pending patents, Impact 360 brings together quality monitoring and recording, workforce management, customer interaction analytics (speech analytics, text analytics, data analytics, and customer feedback surveys), desktop and process analytics, performance management, eLearning and coaching into a unified solution for analyzing customer interactions, improving workforce performance, and optimizing service processes.



Receive Guidance from World-class Consultants

Verint Impact Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions® is the leader in enterprise workforce optimization software and services. Its solutions are designed to help organizations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behavior, and optimize the customer experience across contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions and value-added services. More than 10,000 organizations in over 150 countries use our workforce optimization and security intelligence solutions to improve enterprise performance and make the world a safer place. For more information, visit www.verint.com.



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