Brief summary:

Lexalytics, an InMoment Company, is a text analytics technology combining artificial intelligence, machine learning & natural language processing to provide crucial insights into all the collected data of structured and unstructured text.

What it does?

Lexalytics focuses on sentiment analysis, categorization, entity extraction and intention detection. This technology takes all the raw gathered data and processes it into clear and digestible format to help partnered companies with areas such as social & reputation management, developing cx strategies and design, action and case management and others.

This is made more efficient by Lexalytics's easy configuration and tuning which allows companies to adjust the engines to extract and analysis business specific variables and key words.

How it works?

Sentiment analysis uses NLP and machine learning techniques to determine whether the piece of text from data is positive, negative or neutral. This can be applied to entities, topics, themes and categories within the piece of writing and is used for example in gauging public opinion, understanding customer experience and monitoring brand reputation.

Categorization groups and categorises data such as customer reviews based on their contents, using NLP and machine learning. This allows huge numbers of documents and data to be sorted through quickly and efficiently, without the need for each to be read through individually. NLP classifier will pick up key words such as 'tickets' from the text and automatically place it in the category of 'sales', enabling companies to quickly access only the relevant data.

Entity extraction uses machine learning models to automatically pull nouns such as people, places, dates, titles and much more from the text and assigns their sentiment score based on the document. Lexalytics allows their users to create their own 'entities' and to train their own machine learning models to allow for fully customised and highly efficient experience. This allows for quick insight into overall sentiment associated with a given entity and could aid companies in for example creating more effective targeted advertising.

Intention extraction uses NLP and machine learning to determine the customers' or reviewers' expressed intent. This text analytics system builds on the previously mentioned sentiment analysis, categorization and entity extraction to help predict if the customer will either buy, quit, sell or recommend the company's product or service, using customizable models intention-laced keywords. This allows companies to better understand their reviewers, prioritise problem solving tasks, provide targeted advertising and many more.