IDIBON

Automatic detection of engageability in forums

Solution

Idibon's text analytics system classifies and routes messages in technical forums and social media.

Results

97%

Of total processing hours saved after using Idibon's technology.

$360,000

Saved in analyst costs per year.

450

Relevant messages received by human analysts per day after automatic filtering. Prior to filtering, this number was 5,000.

A leading high tech company processes over 5,000 customer communications messages every day, which amounts to over 12.5 million per year. These include technical forums, blog posts, Facebook posts, and video comments. Some of these messages are relevant to promoting customer engagement, but a great percentage of them are irrelevant. From these messages, the company wants to identify sales leads and respond to customers seeking support. Currently, this process is done manually by analysts. This is time consuming, tedious, and costly. Idibon text analytics can reduce this workload to only 450 messages per day, which capture the relevant posts that the analysts need to see.

Filtering out the irrelevant

Idibon enables the company to automatically classify messages at scale into relevant, custom categories such as customers reporting an issue, customers asking a question, and prospects looking to buy products for their company.

Idibon's technology also quickly filters out irrelevant messages, such as those related to technology in the home and other posts that are not sales leads for this particular company. Once irrelevant messages are filtered out and relevant messages are categorized, the company is able to route and escalate messages to the appropriate teams.

Knowing where to look

Idibon began this project by considering a subset of 700,000 posts containing keywords which were relevant to the company and its products. The first data points revealed that the main signal was from a set of technical forums, with secondary signals coming from Twitter.

The system becomes smarter over time

Idibon's unique technology combines both machine learning and human annotations to filter text data more effectively. Crowdsourced human annotations can quickly and efficiently train a model at a low cost. After just 2,500 crowdsourced annotations, Idibon correctly labeled 89% of the data as either 'engagable' or not.

A high tech company uses Idibon's technology to automatically find relevant, engageable messages among thousands of irrelevant ones.

Engagable messages were messages that customer service and support representatives could respond to. After 9,744 annotations total, the accuracy leapt to over 95%.

Currently, Idibon is saving the company 97% of its processing hours, equating to over $360,000 in analyst costs a year. As more data comes in over time, Idibon's system wil become even smarter and will be able to sort and route messages with even greater efficiency and accuracy.