Text and Sentiment Analytics solutions help Cisco gain an edge by listening to “textual” data generated from customers, partners and employees interactions. Text Analytics are set of techniques for analyzing “textual” data for finding hidden pattern in the data, gain better Insights into customer needs and understand their sentiments (opinions) about our products and services.

### Text Analytics Business Use Cases at Cisco

Text and Sentiment Analytics capabilities are already in use in many of the business units. For example,

1. Cisco Technical services uses sentiment analytics for analyzing customer surveys to better understand customer sentiments about our services.
2. Cisco Marketing is using it to analyze various industry articles and social media sites to better position Cisco services in the competitive landscape and driving Brand marketing.
3. “Voice of customers” program run by customer listening group use this technology to understand customer feedback and comments across various product and services segments.
4. Cisco engineering has used similar techniques to offer integrated Cisco products offerings. Cisco Pulse Video analytics uses text mining to tag video content and Cisco Ironport email spam detector use text analytics techniques to automatically categorize incoming emails.

### Why Text Analytics is Important

According to one estimate, almost 70% of enterprise data is in unstructured format including text, audio, videos, and social data. Unstructured data may contain important information from customer, employees or may be generated by internal business process or system data such as contract documents, test results or machine generated data. Analyzing text data may reveal real customer / employee needs or provide better insights for business process improvements.

### Text Analytics Process

In general, Text Analytics process involves gathering and transforming raw data from various data sources both external and internal, transforming the data using linguistic feature extractions and using statistical / machine learning or advanced visualization reporting to derive meaning from the data and correlating it to desired business outcomes.

Currently, there are many niche solutions in use across various business units. These solutions provide greater insights on specific business use cases. However, applications of text analytics are quite broad and it is applicable to many more business scenarios. Combining text analytics with transactional data, available in Cisco Enterprise Data Warehouse, about customer orders and opportunities, service requests or partner reward programs can provide much greater actionable insights. There is a need for driving collaborative but unified strategy for unstructured data capability as an enterprise wide shared service offering. Enterprise wide shared service will provide comprehensive data capabilities at much larger scale and in a cost-effective manner. Shares service capabilities will further enhance existing capabilities and making it available for much broader applications across the enterprise.

### Showcasing Text Analytics Capabilities

Data innovation Expo is showcasing various Text and Sentiment analysis capabilities and their business use cases. The Expo will showcase a “demo” of Sentiment analysis by combining internal email forum data with external data from social website. It also features technology platform architecture offerings and vendor solutions available in this area. It is a forum to collaborate and discuss new business innovations that can be driven using text analytics.

More information on this topic is available at following Webex Social community link. This community feature many technology Posts and analysis on sentiment analytics and is used to collaborate on this topic.