AI matchmaking : customer questions & preferences

張世鋒 (Neil)、徐上民 (Sammy)、孫俊淵(Sun)、黃玟琪(Christine)

Team3 Intro.

Openfind

張世鋒 Neil Chang
網擎資訊軟體股份有限公司
企劃處協理

☎ 0982-354700
✉ neilcsf@gmail.com

第一屆公關長

SUPERMICRO

徐上民 Sammy Hsu
Supermicro
資深產品工程師

☎ 0985-345854
✉ pinphan1020@yahoo.com.tw

第一屆資訊長

Celxpert Energy Corporation

孫俊淵 OP Sun
加百裕工業股份有限公司
專案開發處 資深經理

☎ 0920-998553
✉ opsun.tw@gmail.com

遠傳FET

黃玟琪 Christine Huang
遠傳電信
專案經理

☎ 0936-105738
✉ aidanlee0921@gmail.com
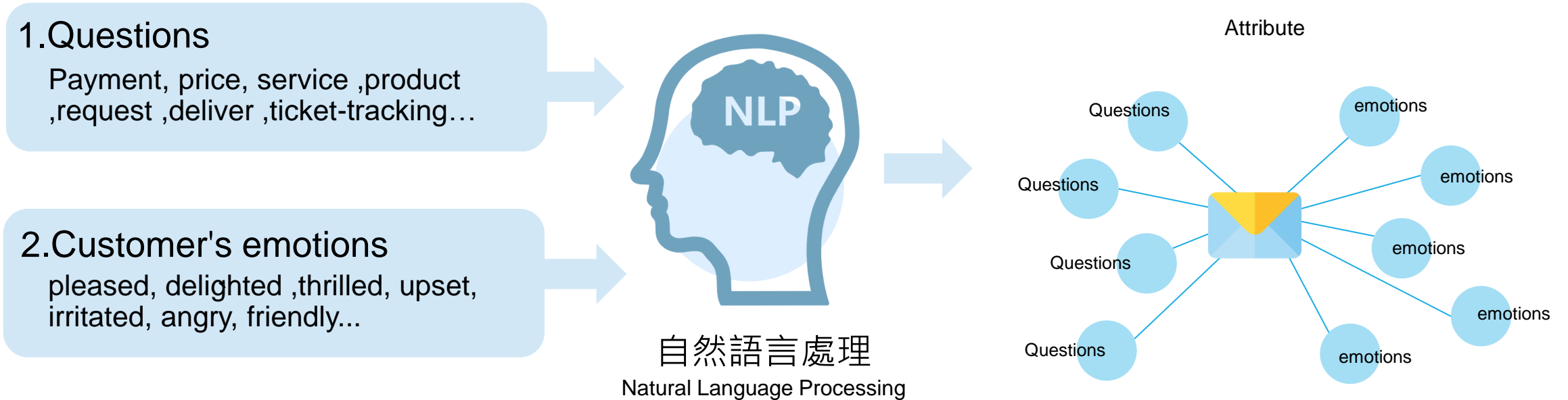
第一屆活動長

Why need to analyze customer preferences

Understand the customer's needs and feeling at the first time.

1. Improve performance : response time、priority、satisfaction…

2. Solve the problem : track issues by tier1, tier2…

3. Staff candidate : junior, senior, technical or sales…

4. Help user learning : familiar with UI & features, step by step

Natural Language Processing

- Accurately extract information and insights contained in the message.
- Analyze natural language data, categorize and organize the document.

1.Questions

Payment, price, service ,product ,request ,deliver ,ticket-tracking…

2.Customer's emotions

pleased, delighted ,thrilled, upset, irritated, angry, friendly...

NLP

自然語言處理
Natural Language Processing

Attribute

Questions

Questions

Questions

Questions

emotions

emotions

emotions

emotions

emotions

Pattern format

Date Scope

- Format : Email (.eml)
- Year : 2015-2018
- 1,500-2,000 records
  (Discuss if needed)
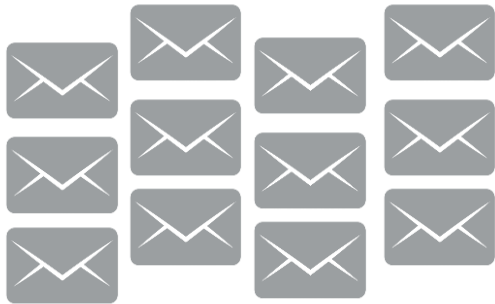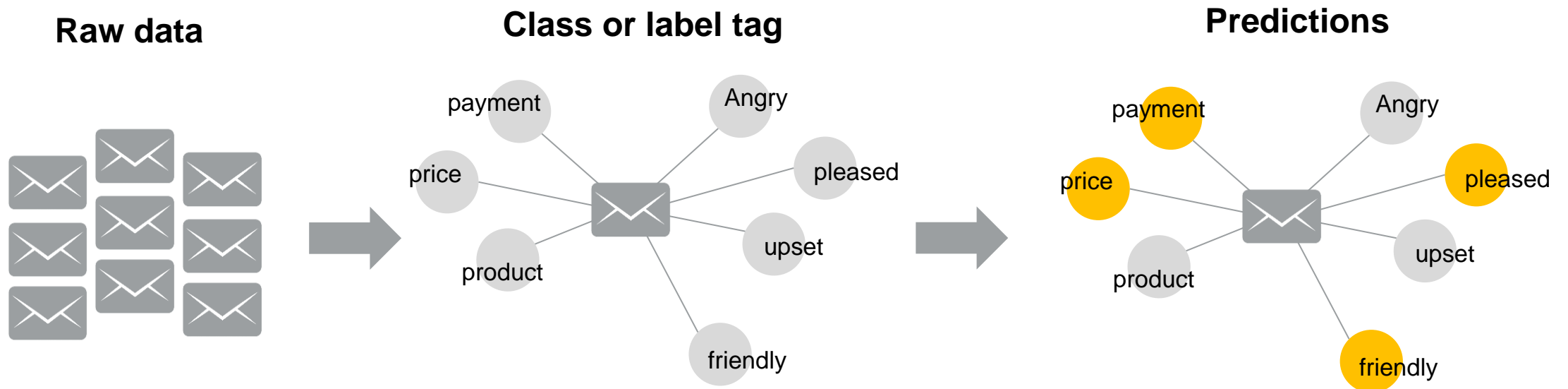
Customer Type

- B2B : company (5U-20U)
- B2C : personal

Email Type

- Subject/Objective
- Greeting
- Content/Message
- Conclusion/Summary
- Signature
- Loop : Forward/Reply
- Attachment : N/A

Expected results and significance

Find out relation between questions and emotions, try to create concept association map diagram.

Raw data **Class or label tag** **Predictions**

Q&A

Thank you for listening.

Team 3 : 張世鋒 (Neil)、徐上民 (Sammy)、孫俊淵(Sun)、黃玟琪(Christine)