

Over 60% customers who feel they aren't heard LEAVE brands.

(Salesforce)



Insights in hours, not weeks

Semeon's algorithms **analyze millions** of **customer survey** responses **within hours**, delivering analysis and insights and enabling your team to take action **fast**.

This morning's feedback is much more powerful than last month's survey responses.



High Precision Analysis

Semeon Analytics delivers an **82% accuracy rate** on interpretation of sentiment. The platform understands **sarcasm, irony, slang and more**.

This high precision allows you to determine with extreme accuracy what **customers think, want, and intend**.



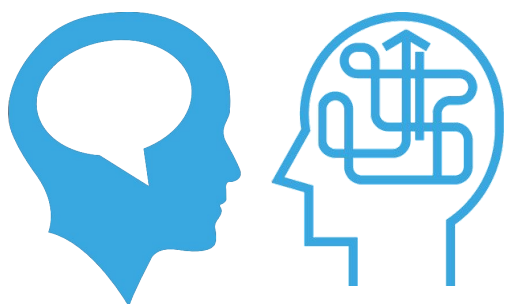
Instant Value for your team

On average, we'll reduce the cost of your customer feedback from up to **\$4 to cents per verbatim**.

These savings allow you to analyze more data, including your own or your competitors', thereby **improving customer understanding** and **reducing churn**.

"90% of leading companies believe that CX is their greatest competitive differentiation. CX is the new battlefield." (Gartner)

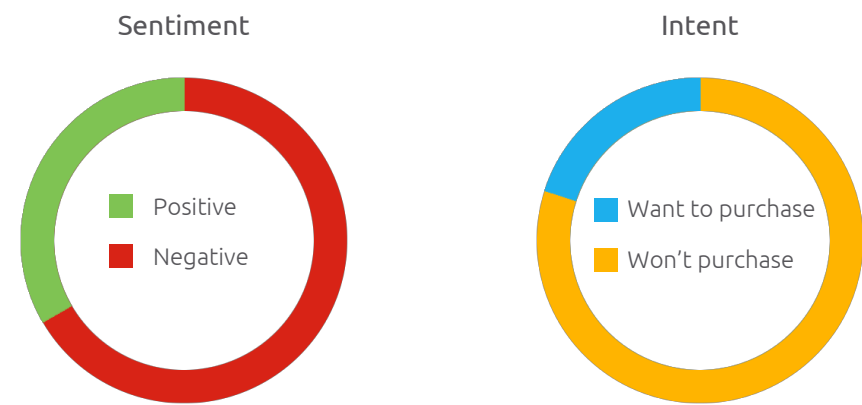
## Understand and get ahead of your customer needs in real time



Semeon is an AI-driven **text analytics SaaS solution** enabling unparalleled **precision and speed** to extract customers ideas, sentiment and intent from private data and public channels.

Semeon's analysis is context-based, allowing it to precisely uncover the most important and actionable elements from your data. This empowers your team to confidently take actions based on data, not conjecture.

### Decipher the meaning of what is statistically relevant with concept clouds



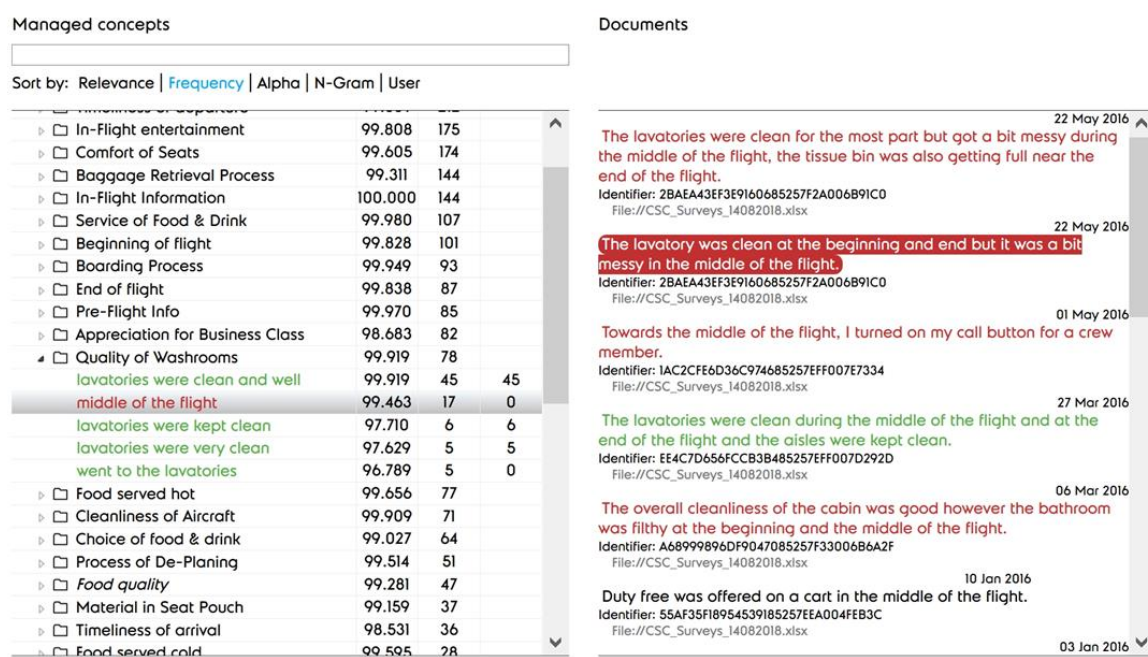
### Actionable insights through Concept Clouds

Different from typical frequency-based word clouds, Semeon's unique Concept Clouds highlight the full ideas, conversations, and opinions that are statistically relevant to what your customers think and want.

### Grasp statistically relevant data in real-time

Parse millions of data points on demand to extract your customers' sentiment (positive, negative, neutral), key ideas, and intent (to purchase, leave, praise, criticize, etc.). With Semeon, accomplish this in hours instead of weeks.

### Analyse, organize, and customize concept categories and sub-categories

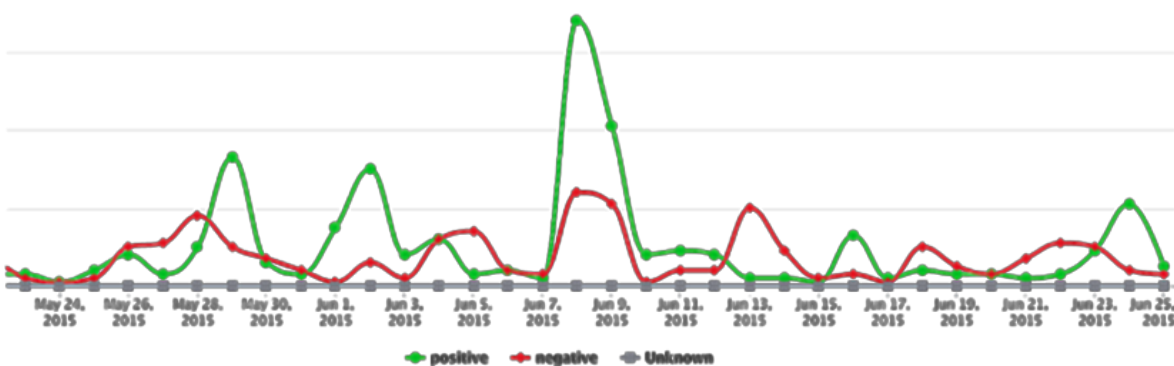


Most systems require the user to specify their categories, but Semeon auto-categorizes based on your needs (customer journey map, customer satisfaction criteria, etc.)

Semeon quickly identifies key concepts (important words, expressions, etc.), Named Entities (such as person names, organization names, brand names, etc.) and Emotion Markers (patterns that indicate opinion or sentiment).

Each is then scored and ranked by how relevant and information rich they are, giving you a clear view of what's important at a glance.

### Track the evolution of Sentiment and Intent over time



Proactively follow the Voice of your Customers over time across all channels. Pinpoint when and where there are changes to customer perception to measure impact, and optimize your customer experience with relevant and timely insights.

### THEY TRUST SEMEON

