

# Generate Actionable Insights from Text Data: 2-Wk Implementation

## Why text-driven insight is gathering momentum – The Need

Does your organization deal with vast quantities of text data? Text Data can come from many different sources. It can come from your customer interactions or social channels. It can even be a transcript of an event that happened yesterday. The best way to utilize this abundant information to improve your business is to derive actionable insights from Customer Voice. Your organization is always seeking to answer these key questions:

- a. What are your customers talking about?
- b. What are their pain points in decision making?
- c. What drivers improve customer satisfaction?

## Why conventional methods fail – The Problem

In the past, we would have an army of analysts go through customer comments and provide their insights from the data. But that work is manual and tedious. It also introduces bias into the results; different analysts come up with different insights. This option may also no longer be feasible. Depending on the volume of text data that your organization is dealing with, this process can end up consuming months of your time, making it difficult to tune data pipelines per your business needs.

## Unsupervised Machine Learning is the way to go – The Solution

At MAQ Software, we use NLP algorithms to mine text data and surface the hidden insights and trends for businesses to act upon. Since these insights are generated via unsupervised techniques, there is minimal maintenance cost with no human dependency or biases.

## The areas where application can help you with – The Outcome

1. Unsupervised engine automates the review of customer feedback, leaving you free to act upon surfaced insights
2. Discover what the overall customer sentiment is, and which factors affect it
3. Identify how sentiment changes upon new product launches
4. Identify the most relevant information (topics) and filter out the noise
5. Generate topics and insights for any unstructured text dataset
6. Leverage pre-trained ML models to generate topics and insights for unstructured text datasets
7. Define new topics and keywords for your unstructured text data set or edit existing topics
8. Visualize keyword and topic distribution, and their individual contributions to the text
9. Export the insights generated as a PDF