

TEXT ANALYTICS

Discover priceless opportunities in your customers' feedback

Surveys with open ends have the potential to give your business unique insights into what your customers want, and how they think and feel. Because human language is unstructured by nature, analyzing this input at scale can be cumbersome and produce error-prone results that are misleading. Text Analytics by Alida reveals hidden insights so you can develop customer-centric strategies that give your business an edge over your competition.



Find out what matters most to your customers

Your customers have invested their time to contact you and demonstrated that your business matters to them. Text Analytics aggregates all your customers' qualitative and quantitative responses from multiple sources in one centralized platform at scale and in many languages. Discover what's top of mind with your customers and the motivations behind their actions so you make them feel heard and respond to their feedback.

Natural language processing (NLP)

Text Analytics natural language processing (NLP) technology captures the context in which words have been used, including complex structures, ambiguous sentences, and right-to-left languages. This context gives you a deep understanding of customers' perceptions and trends over time. Understand customers' feelings to respond empathetically and increase your customer satisfaction, retention rates, and brand affinity. In short, establish a long-term relationship with them.

TEXT ANALYTICS ENABLES BRANDS TO

Capture customer sentiment

Operating in a globalized world means listening to people from different cultures and different languages. Text Analytics uses advanced AI capabilities to analyze sentiment in eleven different languages so your customers can express their thoughts in their native language and you can use your understanding of how they feel to build a closer connection with them.



Understand what matters most to your customers

Text Analytics identifies key phrases in open-ended responses, which allows tagging for improved information retrieval. By using tags, you can glean more granular, accurate, and relevant insights so you can learn and act on what's most important to your customers.

Identify the root cause of issues with ease

Customizable hierarchically-based taxonomy categorizes large amounts of unstructured data into specific themes. Drill down into specific business areas and perform qualitative analysis to understand the root cause of customer issues. Share relevant information with stakeholders so they can take the right action.

THE TEXT ANALYTICS BY ALIDA DIFFERENCE

Get a holistic view of customer insights

Text Analytics is an end-to-end solution that easily integrates with various third-party data sources and has built-in dashboards to provide you with a holistic view of customer experience insights.