ARTIFICIAL
SOLUTIONS

DATA SHEET

TENEO DATA - PART OF THE TENEO PLATFORM

Data is widely recognized as one of the most valuable assets a company owns. Conversational data is, without doubt, the most valuable. The challenge is to understand what this data means and what effective actions to take as a result. Recognizing new or unexpected trends while staying in tune with customer behavior and sentiment is a competitive advantage, and key in building successful customer relationships, maintaining loyalty and increasing repeat business.
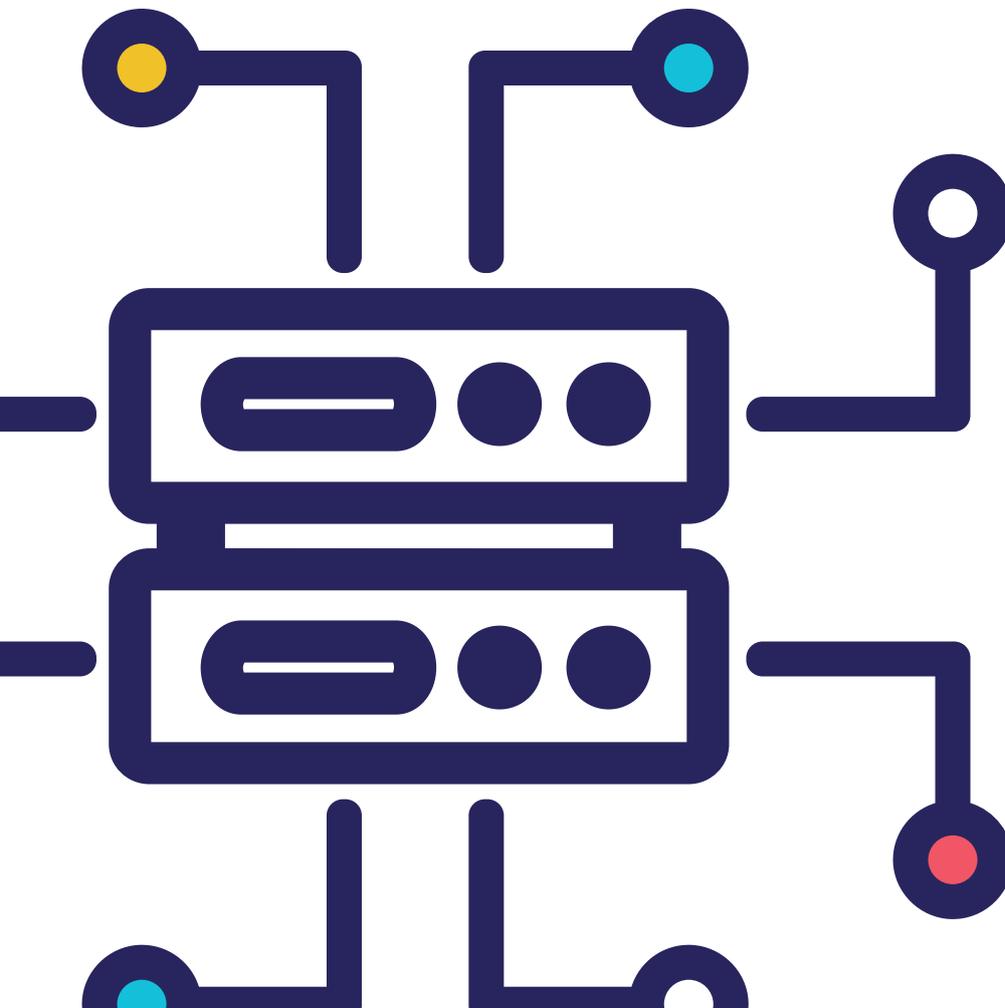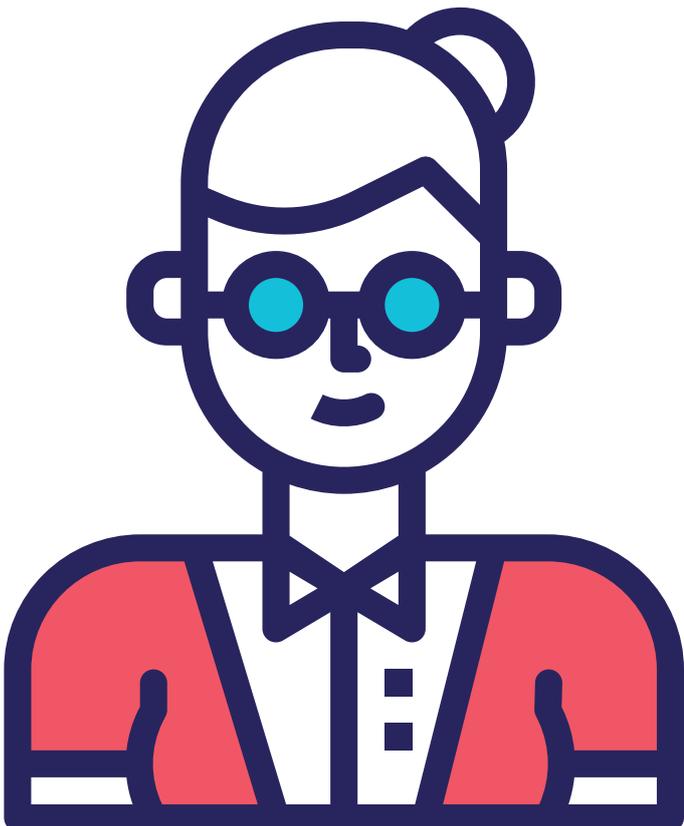
READ ON →

UNDERSTANDING THE VOICE OF YOUR CUSTOMER

When people communicate in a natural, conversational way, they reveal more than just the words they're saying; their individual preferences, views, opinions, feelings, inclinations and more are all part of the conversation. Teneo Data unlocks this wealth of conversational intelligence and delivers true 'voice of your customer' understanding.

When many thousands or even millions of conversations are captured and analyzed, this data becomes a unique and powerful source of customer insight whose value can be further enhanced when it is cross referenced with other sources of knowledge. Teneo Data has been designed from the ground up to handle this goldmine.

Teneo Data is a powerful conversational data mining and analysis suite that unlocks the knowledge held in immense volumes of natural language conversations, delivering previously unprecedented levels of big data insight and true 'voice of your customer' understanding.

Real Time interpretation of conversational data and the ability to access information from other data sources enables conversational applications that automatically personalize their responses, opening up new marketing possibilities and revenue opportunities.
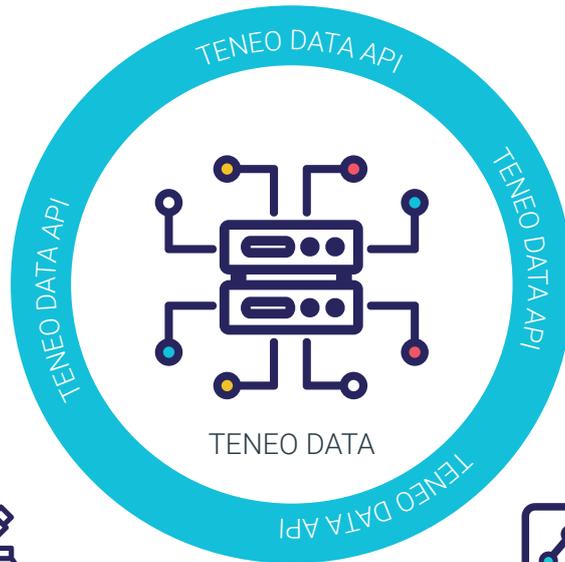
'Train of Thought' insight allows you unlock the knowledge from millions of conversations, **Informing** you with an unrivalled depth understanding into the voice of your customer, helping you identify a wide range of concepts, trends and relationships.

Management **Dashboards** monitor KPIs and provide high level insight into the performance of your conversational AI application. Dashboards can be tailored for different audiences and industries.

REAL TIME

INFORM

DASHBOARD

TENEO DATA API

TENEO DATA API

TENEO DATA API

TENEO DATA API

TENEO DATA

DISCOVER

REPORT

Discover user insight from a wide variety of sources such as live chat transcripts, search string requests and, of course, Teneo generated log files. Mine text data to uncover hidden associations, such as understanding that when users ask "how much" they do it in conjunction with "product X".

Business intelligence generated by Teneo Data improves your customer's experience and maximizes the value of your Teneo implementation. **Reports** provide the information you need to monitor and rene KPIs and strategic business targets, and the knowledge to identify gaps in the content base.

UNIQUELY POWERFUL DATA

Conversational AI applications developed using the Teneo platform generate uniquely powerful data. The everyday language people use to communicate with these applications provide a direct line to understanding what they are thinking.

This insight can be used in many ways. Usage data and user profile information helps monitor the performance of conversational applications, measure success against critical KPIs and provide greater understanding of how the application can be enhanced to improve its ongoing performance.

But the true value of conversational data is realized when it is used to better understand what consumers are thinking, and to act on this data. These questions are almost impossible to answer unless you can access and understand conversational data.

Typical questions that can be answered by Teneo Data include:

USAGE AND USER INFORMATION	• How many conversations have occurred? • How do users connect? • When do they interact? • How many questions were asked? • How satised were users?
WHAT ARE USERS SAYING AND DOING?	• What are users saying? • What topics do they talk about most? • When and where do users say certain things? • What relationships exist between topics and products? • Are users positive or negative? What do they like or dislike?
HOW IS THE APPLICATION PERFORMING?	• How often does a user ask for help? • How often do they switch to live chat? Why? • Which responses are most or least triggered? • What other subjects typically occur in the same conversation? • What is a typical conversation ow?
TREND ANALYSIS	• What words and phrases are suddenly more or less used? • What words and phrases have not been seen before? • What topics are becoming popular? • Are there geographic, gender, age, platform or device dierences? • Is there a sudden increase in discontent or satisfaction?
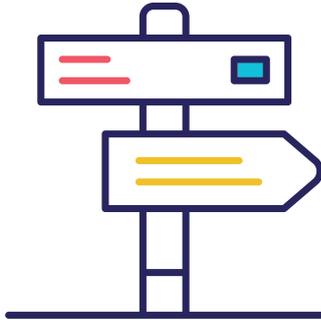
PERSONALIZATION

Teneo Data interrogates conversations as they are happening, interprets the information and uses it to personalize the responses that are fed-back to the user through the conversational AI application.

This real-time feedback and ability to learn about the user from previous conversations can be combined with insight gathered through conversations with other customers to deliver informed and meaningful responses through the application.

For example, a user may ask for recommendations of restaurants; the conversational application will have learnt the user's preferences from previous conversations and will combine this implicitly personalized knowledge with recommendations from other users of similar profiles to offer highly informed, bespoke responses.

DATA-DRIVEN IMPLEMENTATION

Artificial Solutions uses Teneo Data to analyze and understand free-format, unstructured conversational data as a rich source of knowledge to drive our highly effective data-driven implementation methodology.

In a real-life customer implementation, mining tens of thousands of conversations captured the occasions when customers interacted with a support center using live chat. This allowed us to identify all the topics that people discussed, no matter how many different ways they expressed themselves when talking about a particular topic.

The frequency of topics, sub-topics or even sub-sub topics can be established to better understand where to focus attention. It is also possible to use this data to quantify the tasks required to build a solution and gain additional insight, such as identifying commonly used terminology or jargon that may be needed to ensure that conversational inputs are successfully matched to the right solution.

This method proves unnervingly accurate in identifying the key focus areas when building conversational applications, enabling our clients and partners to embark on projects with confidence.

FLEXIBLE AND SCALABLE

Teneo Data is an extremely fast and powerful analytics and reporting suite that uses advanced natural language understanding concepts to bring meaning to conversational data. It takes account of a wide variety of conversational pointers such as context and the sequence in which people ask questions, and it groups user responses to help identify trends, relationships and concepts.

Artificial Solutions has customers and offices around the world. Please visit **www.artificial-solutions.com** to find your nearest office. Alternatively, you can find us on social media:

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