

Teneo Data

Part of the Teneo Platform



Teneo Data

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Data is widely recognized as one of the most valuable assets a company owns. Natural language based 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.

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 natural language 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 Big Data effectively.



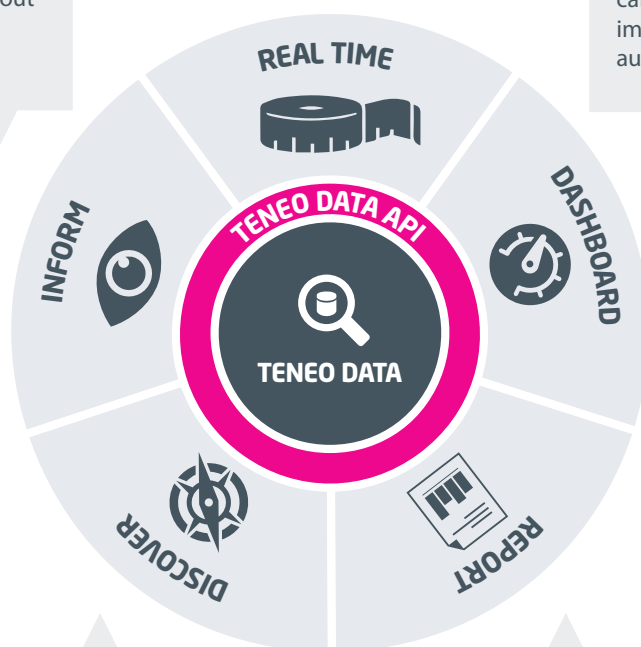
Teneo Data is a powerful NLI mining and analysis suite that unlocks the knowledge held in immense volumes of natural language conversations, delivering previously unprecedented levels of big data insight and true 'voice of your customer' understanding.

'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.

Teneo Data helps you identify a wide range of concepts, trends and relationships: "What are your customers talking about?", "Why are they placing an order?", "What else interests them when they ask about a subject?"

Real Time interpretation of natural language data and the ability to access individual-specific information from other data sources opens the door to NLI applications that automatically personalize their responses at an individual level, introducing new marketing possibilities and revenue opportunities.

Management **Dashboards** monitor KPIs and provide high-level insight into the performance of your NLI application. Dashboard templates can be tailored to ensure rapid implementation for different audiences and industries.



Discover exceptional levels of user insight by analyzing natural language data from a wide variety of sources such as live chat transcripts, search string requests and, of course, Teneo-generated NLI 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".

Additionally, this insight is used to power our data-driven project methodology, ensuring targeted and timely implementation of NLI applications.

Business intelligence generated by Teneo Data continually improves your customer's experience and maximizes the value of your Teneo implementation.

Reports provide the information you need to monitor and refine KPIs and strategic business targets, and the knowledge to identify gaps in the content base.

Uniquely Powerful Data

NLI applications developed using the Teneo platform generate uniquely powerful data. The natural 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 NLI 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 NLI data is realized when it is used to better understand what consumers are thinking, and to act on this data.

Typical questions that can be answered by Teneo Data include:



Implicit Personalization

Learn from previous conversations and deliver meaningful responses tailored to an individual's profile, interests and requirements.

Personalization

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

For example, a user may ask for recommendations of restaurants; the NLI 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 natural language 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 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 NLI 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.





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About Artificial Solutions

Artificial Solutions® is the leading specialist in Natural Language Interaction (NLI). The company's patented technology enables people to converse with applications and services running on computers, mobiles, wearables and other electronic devices in a humanlike, intelligent manner.

Called Teneo, it is the first complete platform to enable enterprises to rapidly develop and analyze natural language applications that embrace artificial intelligence through the use of machine learning and implicit personalization.

Teneo allows business users and developers to collaborate on creating sophisticated natural language applications in record time that run on any operating system, in 35 languages, without the need for specialist linguistic skills. Teneo also unlocks the knowledge held in immense volumes of natural language conversations, delivering unprecedented levels of big data insight and true 'voice of your customer' understanding.

Artificial Solutions' technology is deployed by hundreds of public and private sector organizations and used by millions of people. For more information visit www.artificial-solutions.com
