

Find the “Voice of Your Customer” with IBM Content Analytics

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Agenda

- What is Voice of Customer?



- Why is it important to you?



- What is the Content Analytics Solution?



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What is “Voice of Customer”?

- Many definitions, but all generally converge towards a common theme:

Gaining **insight** into your **customers**’:

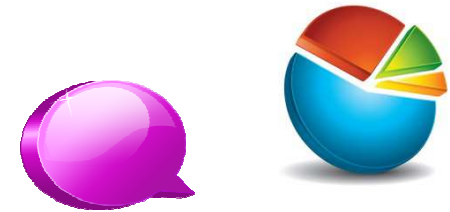
- Experience
- Sentiment
- Expectations
- Needs
- Preferences
- Aversions
- Suggestions

- Put another way, it is **“Customer Insight”**

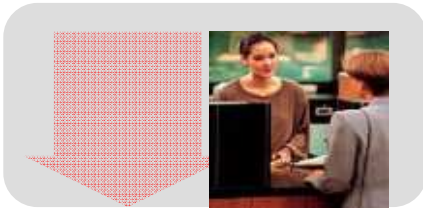


What is “Voice of Customer”?

- Voice of Customer is much more than sentiment
 - Opinions
 - Complaints and compliments
 - Evaluations
 - Suggestions
- Includes all forms of customer contact
 - Traditional and new Social media:
 - eMail
 - Internal reports
 - Call center logs
 - Complaints
 - Customer correspondence
 - Blogs
 - Forums
 - Tweets
 - Posts



Why Do We care?



Customers have lost confidence in institutions

- 76% of customers believe companies lie in advertisements
- Growing trust gap in many consumer focused industries



Technology is changing how customers interact

- Social media changed purchaser influence; opinions viewable instantly
- Mass customization and personalization of products and services



Expectations have changed

- Focus is on value, transparency and accountability
- Customers want to be seen holistically across the enterprise



Institutions need to rediscover their customers

- Consumers are experiencing brands in new ways through new channels
- Micro-targeting: the move beyond 1 on 1 is accelerating





Agenda

- What is Voice of Customer?



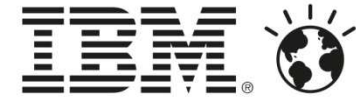
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Why is it important?



A Major Convenience Store Retailer

Extracting market insights from social media



The Need

Major Japanese convenience chain of 10,000+ stores must decide what items to stock from a dizzying array of fresh and prepackaged items. Make stocking decisions based on what people will buy and not waste shelf space on items that will spoil or sell poorly

The Solution

IBM Content Analytics applied to huge volumes of social media feeds and posts. The retailer can now:

- Identify, categorize and respond early to emerging customer interests and preferences
- Rapidly analyze customers' requests and complaints
- Drive planning and development of new products and services

The Benefit

The Content Analytics solutions allows this retailer to:

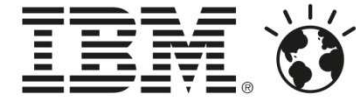
- Increase gross profit by half a point Y/Y
- Enable early response to changing consumer preferences and quick correction of customer product- and service-related issues
- Provide decision support to finely tune marketing and supply chain



Why is it important?

Tire Manufacturer

Understanding customer sentiment



The Need

- Reducing costs to improve the company's operating profit ratio
- Measure and improve sales campaign effectiveness
- Evaluate and analyze content from social media sources

The Solution

With Content Analytics, this manufacturer can now make changes to its campaigns based on near-real-time analysis of information in social media postings. The solution captures and reveals previously obscured opinions, giving the company new insight into how and why its campaigns succeed or fail. With this enhanced consumer insight, this company expects to increase sales and improve its image by developing a more flexible and cost-effective marketing strategies.

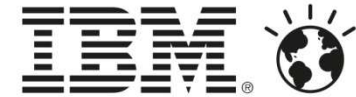
The Benefit

By understanding their customers' feedback, this organization expects to:

- Achieve 120 percent sales growth, 190 percent operating profit growth and 160 percent profit rate growth compared with a similar period three years earlier
- Increase public awareness of new products through campaign strategies that are modified in response to consumer feedback
- Make product changes or rectify any new-product issues in a more timely manner

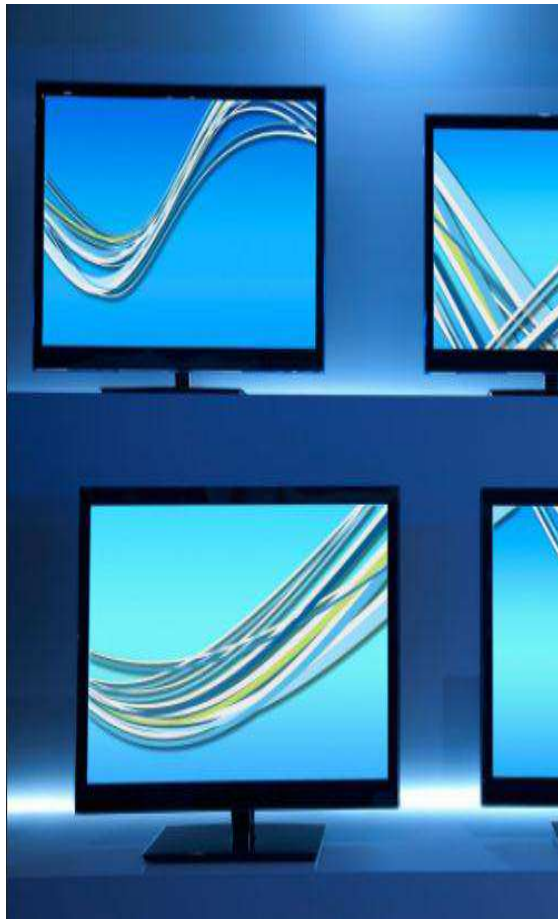


Why is it important?



Consumer Electronics Manufacturer

Leveraging customer feedback to develop new products



The Need

How to get a stronger understanding of its customers' product needs relative to their lifestyle changes. Use social media content to capture the plethora of data and extract actionable insights to keep the product portfolio in line with customer needs.

The Solution

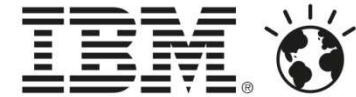
Implemented Content Analytics to distill real product ideas from the social media world, giving its product planning and development staff a window into what customers want. Rapidly and accurately gauge what customers are thinking about them and what they're demanding from products, helping the business become more responsive in the marketplace

The Benefit

- Expects a 31 percentage point improvement in its net profitability rate from year to year based in part on improved product development made possible through market insights
- Improved the ability to accurately gauge customer perceptions, enabling a more targeted marketing communications response
- Reduced the amount of time required to gather consumer data and extract practical insights



Why is it important?



Electronic Equipment Manufacturer

Preventing customer attrition by understanding their customer



The Need

To get to the root of customer attrition, to understand declining brand trust, to reestablish collaboration between sales and product teams and to regain the “voice of the customer”.

The Solution

Implemented IBM Content Analytics to:

- Extract and mine unstructured text from call center logs and structured data from CRM systems
- Identify similar phrases and topics in text using advanced natural language technology
- Detect product issues, product feature requests, competitive comparisons and customer preferences

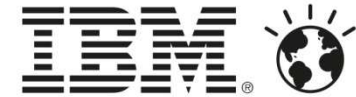
The Benefit

By understanding customer comments in call center logs and CRM data this organization has:

- Improved product quality through early defect detection
- Developed new product features/model based on customer information and preferences
- Rebuilt market share
- Provided a feedback loop for sales, marketing and manufacturing to listen to and act upon the voice of the customer



Why is it important?



A Car Rental Agency & Mindshare Technologies

Quickly identifying customer satisfaction trends



The need

A car rental company needed to better understand customer feedback to adapt its business accordingly. Most of its valuable information was trapped inside free-form customer feedback surveys and the company's staff was required to read each customer comment submitted via email or phone and then manually categorized it.

The solution

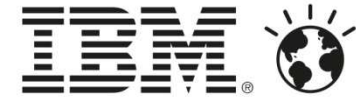
The company created a "Voice of the Customer" analytics system to automatically capture customer experiences

- Customer comments are captured in real time to be transformed into actionable intelligence
- Linguistic rules automatically analyze and tag unstructured content into meaningful service reporting categories

The benefits

- Improved accuracy and speed of the customer feedback analysis process
- Quick identification of trends or issues and adjustment operational service levels accordingly
- Focused attention by field managers to perform deep-dive analysis of customer comments





Why is it important?

Social Media Marketing & Communications

Leveraging Social Media at Security First Insurance



The Need

- Leverage social media for client marketing and communications in the regulated financial services industry.
- Enable marketing and financial advisors to engage with customers while maintaining compliance with FINRA and SEC regulations.

The Solution

IBM Partner, Integritie uses IBM Content Analytics in their SMC4 solution to understand the content within messages, enabling a firm to monitor and control social media communications and meets all key industry compliance and marketing requirements.

The Benefit

By understanding the content from various social media applications, organizations can:

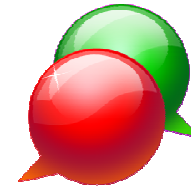
- Reach clients through growing social media outlets
- Harness the opportunities of social media through a controlled process and interface
- Avoid communication mistakes than can embarrass or harm an organization
- Analyze content of messages and gain insight to the sentiment expressed in customer interactions





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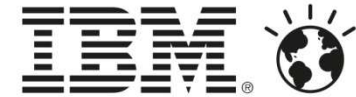
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- What is the Content Analytics Solution?



Gaining Insight from Content



Uncover business insight through unique visual-based approach

Aggregate and extract from multiple sources

... to form large **text-based** collections from multiple **internal and external sources** (and types), including ECM **repositories, structured data, social media** and more.

Organize, analyze and visualize

... enterprise content (and data) by **identifying trends, patterns, correlations, anomalies** and business context from collections.

Search and explore to derive insight

... from collections to **confirm what is suspected or uncover something new** - before customizing models and integrating with other systems and processes



Text vs. Content Analytics



What is Text Analytics?

Text Analytics describes a set of linguistic, statistical, and machine learning techniques that allow text to be analyzed and key information extraction for business integration.

March 13, 2012
13:23

I charged my **Smart 4G** throughout the night and when I took it out of the **charger** it was at full. I only made 7 short calls today. But, it **runs out** of **battery** in 3 hours. **It is annoying.** How do I preserve the **battery** life?



Date	March 13, 2012
Time	13:23
Product_Type	Smart 4G
Product_Component1	charger
Product_Component2	battery
Problem	runs out
Question	How do I preserve the battery life?
Experience	annoying

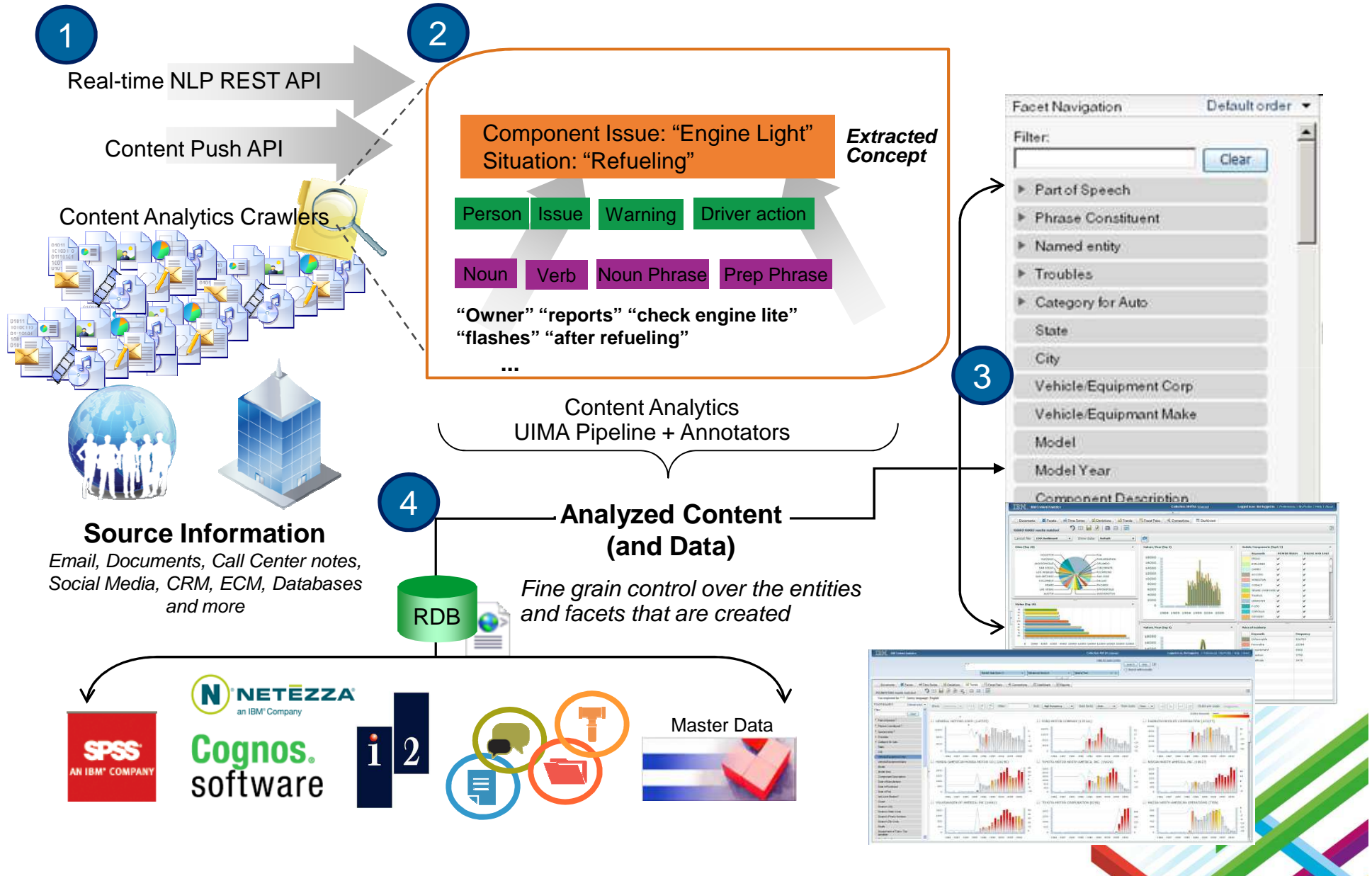
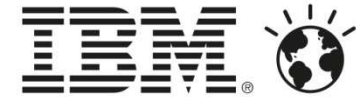


What is Content Analytics?

Content Analytics (Text Analytics + Mining) refers to the text analytics process plus the ability to visually identify and explore trends, patterns, and statistically relevant facts found in various types of content spread across internal and external content sources.



How It Works



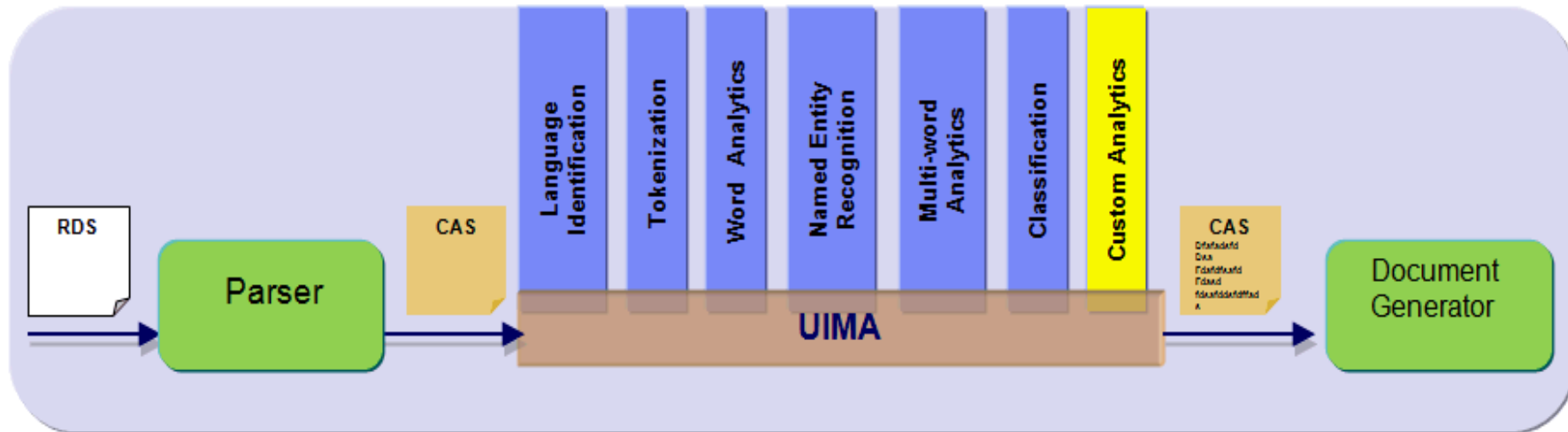
How It Works: UIMA



Unique, Powerful Analysis Pipeline



- The Open Standard for text analysis
- Developed by IBM
- Pipeline for analysing text (structured and unstructured)
- Highly customizable and extensible annotators
- CA Studio modeling tools is graphical, not query based
- Extend with Java annotators
- Supports a highly iterative modelling process

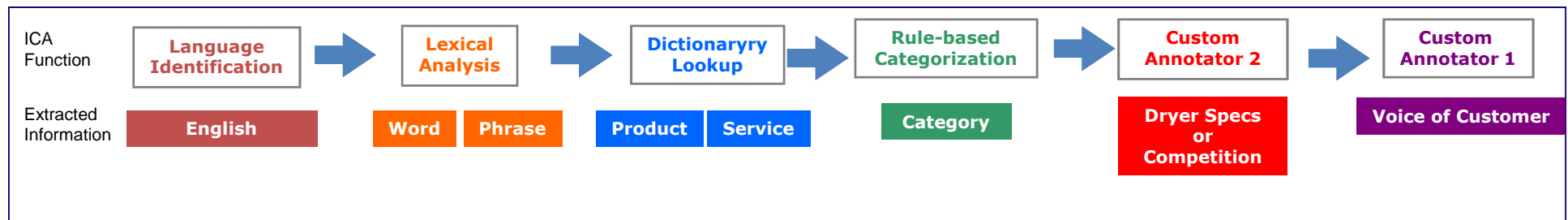


How It Works: Example



annotator- a software component that performs linguistic analysis tasks and produces and records annotations

I could not be happier with this dryer. It is very roomy and dries clothes much faster than the Moreken it replaced. This machine is quiet and has many different settings including wrinkle release and energy saver. I use the energy saver and my loads still dry faster than with my old machine. Best of all, you can't beat the price. Free delivery and haul away doesn't hurt either. How frequently should I clean the vents?



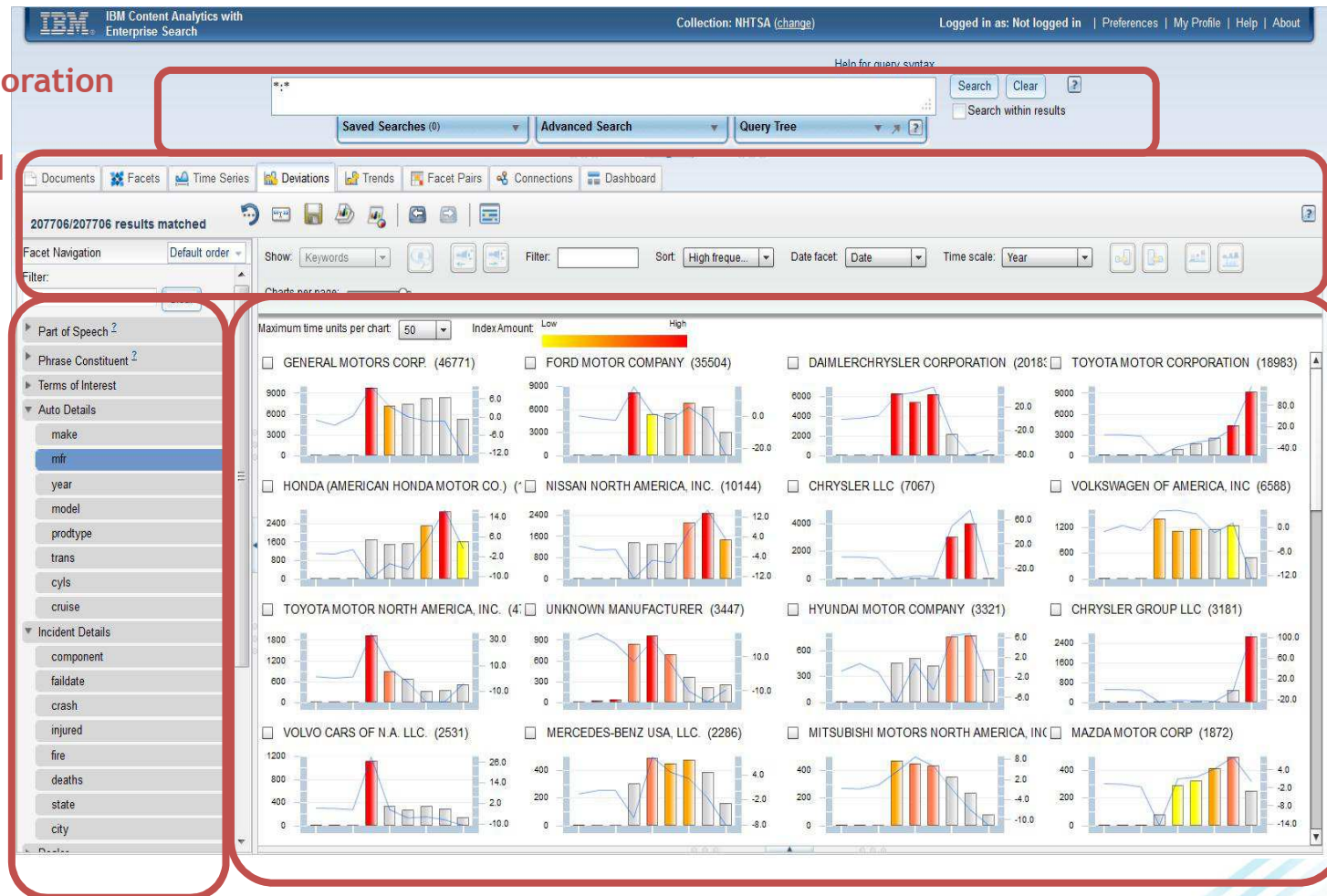
How It Works: Content Analytics Miner



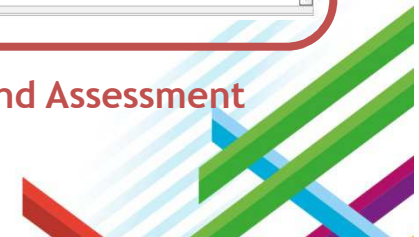
Search Query Exploration

Views, Filters and Thresholds

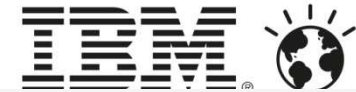
Automatically
Extracted and
Analyzed
Concepts, Entities,
Relationships,
Meta Data and
Classifications



Visualization with Drill Down for Exploration and Assessment



Analyzing Sentiment at Happy Home



my **HAPPY HOME** Store

STORE FINDER CALL 1 (800) FRIENDLY-STORE SERVICES HELP

home furniture • rugs • home decor

MY CART 0 items

RECEIVE FREE SHIPPING ON ELIGIBLE ITEMS. Turlock, CA is your LOCAL STORE

Welcome, (Sign In or Register)

SHOP BY DEPARTMENT SAVINGS GARDENERS HOW-TO

MY HAPPYHOME.COM

Gas Dryers




Home / Appliances / Dryers / Gas Dryers

PRICE \$0 - \$2000

15 Items Sort By: Best Sellers Results per page: 24

View: Grid | List Products: In-Store | All Products 1 2 3 4

Select up to 4 items to compare. COMPARE

- Select to compare  **Taymag**
Bicentennial 7.0 ft gas dryer in white
Model MGDC200XW
\$479.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery
- Select to compare  **PE**
Best ever 6.0 ft gas dryer in white
Model DLG2141W
\$669.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery
- Select to compare  **Admirable**
Patriotic 7.0 ft gas dryer in white
Model AGD4475TQ
\$409.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery

BRAND

- Taymag (25)
- PE (25)
- LP Electronics (14)
- PF profile (10)
- Havana (3)
- Admirable (2)
- Coldpoint (1)

COLOR/FINISH FAMILY

- Beige/Bisque (2)
- Black (2)
- Gray (8)
- Red/Orange (9)
- Stainless Steel (8)
- White (10)
- Yellow/Gold (1)

DRYER CAPACITY (CU. FT.)

- 5.8 ft³ (1)
- 5.8 ft³ (1)
- 5.8 ft³ (1)
- 5.8 ft³ (1)
- 5.8 ft³ (1)
- 5.8 ft³ (1)

FREE DELIVERY & HAUL AWAY
NO REBATE. NO HASSLE.

UP TO 20% OFF SELECT APPLIANCES
[Learn More >](#)



Analyzing Sentiment at Happy Home



The screenshot displays the IBM Content Analytics interface. The top navigation bar includes 'Documents', 'Facets', 'Time Series', 'Deviations', 'Trends', 'Facet Pairs', 'Connections', 'Dashboard', and 'Sentiment'. The main content area shows a 'Sentiment Table' for the 'product' facet. The table lists various product models with their overall sentiment and a breakdown into positive, ambivalent, and negative categories. A red arrow points from the 'product' facet in the left sidebar to the 'Sentiment Table'. A red box highlights the table, and another red box highlights the 'Positive Expressions' section at the bottom.

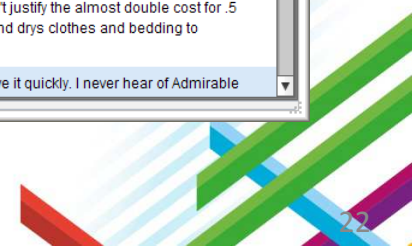
Sentiment	Values	Positive	Ambivalent	Negative
Admirable 6.5 cu. ft. Super Capacity Gas Dryer (34)		28 (82%)	2 (5%)	2 (5%)
LuthorCorp 7.3 Cu. Ft. 7-Cycle Electric Dryer - White (18)		14 (77%)	3 (16%)	1 (5%)
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)		6 (60%)	2 (20%)	2 (20%)
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)		5 (50%)	2 (20%)	3 (30%)
Extensive Enterprise SteamDryer 7.3 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)		0 (0%)	4 (40%)	6 (60%)
Extensive Enterprise 3.5 Cu. Ft. 7-Cycle High-Efficiency Washer - White (10)		5 (50%)	1 (10%)	4 (40%)
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - Silver Metal (10)		0 (0%)	4 (40%)	6 (60%)
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - White (10)		0 (0%)	4 (40%)	6 (60%)
EC 3.2 Cu. Ft. 9-Cycle Super Capacity Washer - White-on-White (10)		5 (50%)	1 (10%)	4 (40%)

Positive Expressions: great good happy well Great excellent faster super does the job n.a low price plus quickly delivered pleased with satisfied i love old price served me well NOT complain wise bells and whistles great job a must problem free smooth can't be beat NOT waste like a lot simple to use Thanks the best Excellent does everything better easily Thank You greaat i love it effecient n.a. NOT noisy more than enough efficient prepared can't beat Best of all Happy roomy NOT happier fast Highly recommend perfectly love this NOT problems Can't beat easier size consistently i like Super NOT overhated good buy 5 star fits

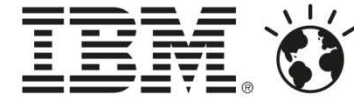
Document Preview: This product is good for the money. Works well and has a really large sized capacity. There is nothing wrong with this dryer, as far as we can tell. It dries large loads in one go and has plenty of settings options. I was looking to buy similar Moreken products but couldn't justify the almost double cost for .5 cubic foot more. This dryer has been great. It fits plenty and dries clothes and bedding to completion without having to run a second cycle. I was looking for n inexpensive dryer, and I needed to have it quickly. I never hear of Admirable

Selecting any facet value displays an evaluation of sentiment for that facet

Sentiment Table lists values of selected facet with its overall sentiment and shows the numbers of positive/ambivalent/negative documents and their percentage



Analyzing Sentiment at Happy Home



Sentiment Expressions lists positive or negative expressions for selected facet value with colors

Sentiment	Values	Positive	Ambivalent	Negative
Admirable 6.5 cu. ft. Super Capacity Gas Dryer (34)		28	2	2
LuthorCorp 7.3 Cu. Ft. 7-Cycle Electric Dryer - White (18)		14	3	1
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)		6	2	2
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle High-Efficiency Washer - White (10)		9	0	1
Extensive Enterprise SteamDryer 7.3 Cu. Ft. 7-Cycle Electric Dryer - White (10)		9	1	0
Extensive Enterprise 3.5 Cu. Ft. 7-Cycle High-Efficiency Washer - White (10)		8	1	0
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - Silver Metallic (10)		5	2	3
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - White (10)		0	4	6
EC 3.2 Cu. Ft. 9-Cycle Super Capacity Washer - White-on-White (10)		5	1	2

Color represents the rank of correlation

Positive Expressions: Analyze more in the Facets view
great good happy well! Great excellent faster super does the job n.a low price plus quickly delivered pleased with satisfied I love old price served me well NOT complain wise bells and whistles great job a must problem free smooth can't be beat NOT waste like a lot simple to use Thanks the best Excellent does everything better easily Thank You greaat I love it efficient n.a. NOT noisy more than enough efficient prepared can't beat Best of all Happy roomy NOT happier fast Highly recommend perfectly love this NOT problems Can't beat easier size consistently I like Super NOT overhated good buy 5 star fits

Negative Expressions: Analyze more in the Documents view
This product is good for the money. Works well and has a really large sized capacity.
There is nothing wrong with this dryer, as far as we can tell. It dries large loads in one go and has plenty of settings options.
I was looking to buy similar Moreken products but couldn't justify the almost double cost for .5 cubic foot more. This dryer has been great. It fits plenty and dries clothes and bedding to completion without having to run a second cycle.
I was looking for n inexpensive dryer, and I needed to have it quickly. I never hear of Admirable



Analyzing Sentiment at Happy Home



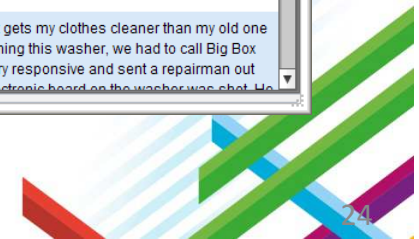
Changing Facets presents a different roll-up of the sentiment data

The screenshot shows the IBM Content Analytics interface. The main content area displays a 'Sentiment Table' with the following data:

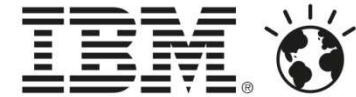
Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365	123	77
Gas Dryer (46)		37	2	4

A red arrow points from the 'LAUNDRY' row to the 'Negative Expressions' tab. This tab is highlighted in a red box with the text: 'Viewing Negative Expressions provides a different view upon which you can gain insight'. The 'Negative Expressions' view shows a list of terms: problem bad issue issues noisy problems heavy annoying agitator spins disappointed complaints stop broken stains NOT good worst poor NOT recommend negative wrinkled louder quit wrong unbalanced only complaint NOT well NOT worth mistake leaks more expensive NOT great hate refused failed delay NOT big deal terrible not work crazy error NOT happy thick don't know how worried not worth piece of junk NOT bells and whistles quieter NOT light regret pricey Do not buy drains moldy junk soaking defective too much NOT top hard time

The 'Document Preview' tab shows a snippet of text: 'Bought the washer on sale without the dryer. I was originally worried about the capacity, but it has not been a problem. It washes clothes like a dream and is super quiet too. Even better than my last Widget Corp. The height did not match the dimensions listed on the Big Box website (don't know whose problem that is) so I had to remove the feet in order for it to fit under the countertop. Found out the hard way that the installers wouldn't install without the feet. I like the fact that this washer uses a lot less water and it gets my clothes cleaner than my old one did. But having said that...after less than 7 months of owning this washer, we had to call Big Box because the spin cycle was not working. Big Box was very responsive and sent a repairman out the next day. The repairman told my husband that the electronic board on the washer was shot. He



Analyzing Sentiment at Happy Home



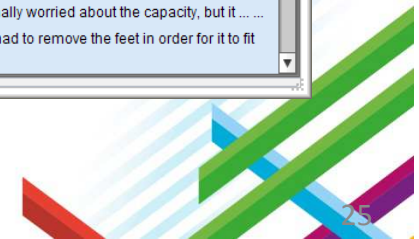
Selecting a Sentiment word of Phrase updates the document preview with where those words or phrases are use in context

The screenshot displays the IBM Analytics interface. At the top, it shows '637/637 results matched'. The 'Sentiment Table' is the central focus, showing the following data:

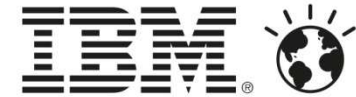
Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

Below the table, there are two panes: 'Positive Expressions' and 'Document Preview'. The 'Positive Expressions' pane shows a list of terms: **problem**, **bad**, **issue**, **issues**, noisy, problems, heavy, annoying, agitator, spins, disappointed, complaints, stop, broken, stains, NOT good, worst, poor, NOT recommend, negative, wrinkled, louder, quit, wrong, unbalanced, only complaint, NOT well, NOT worth, mistake, leaks, more expensive, NOT great, hate, refused, failed, delay, NOT big deal, terrible, not work, crazy, error, NOT happy, thick, don't know how, worried, not worth, piece of junk, NOT bells and whistles, quieter, NOT light, regret, pricey, Do not buy, drains, moldy, junk, soaking, defective, too much, NOT top, hard time, refusing, noisy, NOT right, NOT easily avoid, horrible, flow, bulky, difficult, need mess.

The 'Document Preview' pane shows a snippet of text: 'This is...most definitely the BEST washer and dryer out there! Foo Bars really got it right this They were extremely nice and helpful when I was having a **problem with my 1st machine**. Foo Bars's ... People seem to have some **problems with there stoves and fridges**, but you have to remember, Foo Bars Bought the washer on sale without the dryer. I was originally worried about the capacity, but it website (don't know whose **problem** that is) so I had to remove the feet in order for it to fit under ...'. A red arrow points from the 'problem' word in the 'Positive Expressions' list to the 'problem with my 1st machine' phrase in the document preview.



Analyzing Sentiment at Happy Home



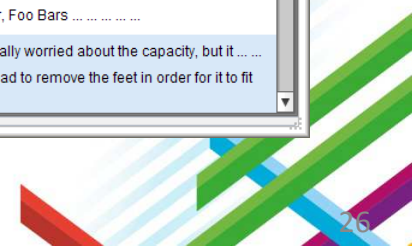
Selecting a Sentiment word of Phrase updates the document preview with where those words or phrases are use in context

The screenshot shows the IBM Analytics interface with a 'Sentiment Table' containing the following data:

Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

Below the table, there are two document preview windows. The left window, titled 'Analyze more in the Facets view', shows a list of terms including 'problem', 'bad', 'issue', 'issues', 'noisy', 'problems', 'heavy', 'annoying', 'agitator', 'spins', 'disappointed', 'complaints', 'stop', 'broken', 'stains', 'NOT good', 'worst', 'poor', 'NOT recommend', 'negative', 'wrinkled', 'louder', 'quit', 'wrong', 'unbalanced', 'only complaint', 'NOT well', 'NOT worth', 'mistake', 'leaks', 'more expensive', 'NOT great', 'hate', 'refused', 'failed', 'delay', 'NOT big deal', 'terrible', 'not work', 'crazy', 'error', 'NOT happy', 'thick', 'don't know how', 'worried', 'not worth', 'piece of junk', 'NOT bells and whistles', 'quieter', 'NOT light', 'regret', 'pricey', 'Do not buy', 'drains', 'moldy', 'junk', 'soaking', 'defective', 'too much', 'NOT top hard time', 'confusing', 'noisy', 'NOT right', 'NOT easily avoid', 'horrible', 'flow', 'bulky', 'difficult', 'read mess'. The right window, titled 'Analyze more in the Documents view', shows a document snippet: 'This is...most definitely the BEST washer and dryer out there! Foo Bars really got it right this They were extremely nice and helpful when I was having a **problem with my 1st machine**. Foo Bars's ... People seem to have some **problems with there stoves and fridges**, but you have to remember, Foo Bars Bought the washer on sale without the dryer. I was originally worried about the capacity, but it website (don't know whose **problem** that is) so I had to remove the feet in order for it to fit under ...'. A red arrow points from the 'problem' term in the facets view to the 'problem with my 1st machine' in the document preview.

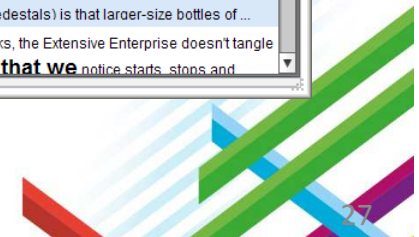
Select Analyze More in the Documents view or expand the document preview



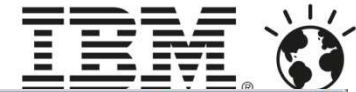
Analyzing Sentiment at Happy Home



The screenshot displays the IBM Content Analytics with Enterprise Search interface. The top navigation bar includes the IBM logo, the text "IBM Content Analytics with Enterprise Search", and the collection name "Collection: Sentiment Collection (change)". The user is logged in as "Not logged in". The main toolbar contains various analysis tools: Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Sentiment. The search results show "637/637 results matched". On the left, the "Facet Navigation" panel is active, showing a list of facets such as "Part of Speech", "Phrase Constituent", "Sentiment", "My Keywords", "product", "prod_category", "price", "rating", and "location". The "prod_category" facet is selected. The main content area displays a "Document Preview" view of a document. The document text contains several instances of the word "problem" and "issues" in bold, indicating sentiment analysis results. A red box highlights a specific sentence in the document: "Document Preview presents a more comprehensive view of the sentiment in the documents".



Analyzing Sentiment at Happy Home



637/637 results matched

Facet Navigation: Default order

Filter: [] Clear

Search type: Subfacet search

Facet Path: /"/prod_category"

Value: []

New search
 Add to search
Search

Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

Positive Expressions Negative Expressions

Analyze more in the Facets view

problem bad issue issues noisy problems heavy annoying agitator spins disappointed complaints stop broken stains NOT good worst poor NOT recommend negative wrinkled louder quit wrong unbalanced only complaint NOT well NOT worth mistake leaks more expensive NOT great hate refused failed delay NOT big deal terrible not work crazy error NOT happy thick don't know how worried not worth piece of junk NOT bells and whistles quieter NOT light regret pricey Do not buy drains moldy junk soaking defective too much NOT top hard time refusing easier NOT right NOT easily avoid horrible flow bulky difficult need more

Document Preview Trends

Analyze more in the Trends view

Date Month

You can also select the trend view to see how a given word or sentiment phrase is trending overall.



CA Studio: Modelling, Not Programming



The screenshot displays the IBM Content Analytics Studio interface. On the left, the Studio Explorer shows a tree view of model resources including dictionaries and rules. The main workspace shows a text document with several lines of UK addresses, some of which are highlighted in red. A blue callout box labeled "Sample Text for Modelling" points to this text. On the right, the Rules Builder interface is shown, allowing users to configure parsing rules. A blue callout box labeled "Rules Builder: Drag, Drop and Configure" points to this interface. At the bottom, a table lists the configured rules, with a blue callout box labeled "Model Resources: Data" pointing to it.

x	Set	Type	Label	Original Text	Created	Modified
	Address	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
	Default	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
	Location	Phrases		Kreis Rosenheim	2009-01-15 ...	2011-01-05 ...
	Location	Phrases		Kreis Freising	2009-01-15 ...	2011-01-05 ...
	Location	Phrases		Wittelsbacher Land	2009-01-15 ...	2011-01-05 ...
	PartialAddress	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
	PostCode	Phrases		70659	2009-01-14 ...	2011-01-05 ...

Sample Text for Modelling

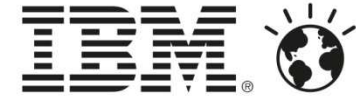
Rules Builder: Drag, Drop and Configure

Model Resources: Dictionaries and Rules

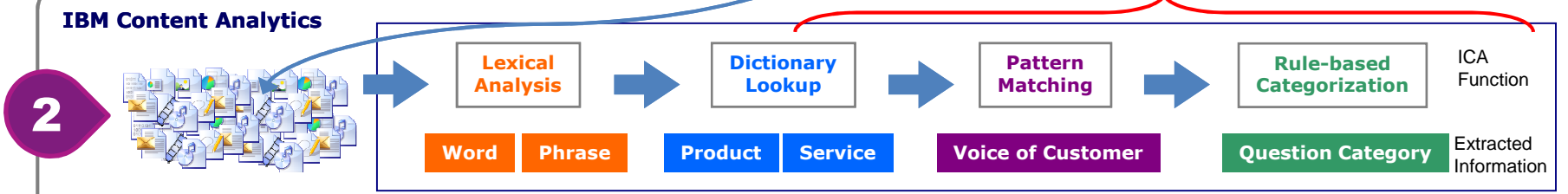
Model Resources: Data



Summary - Voice of Customer



Customized for Business Scenario



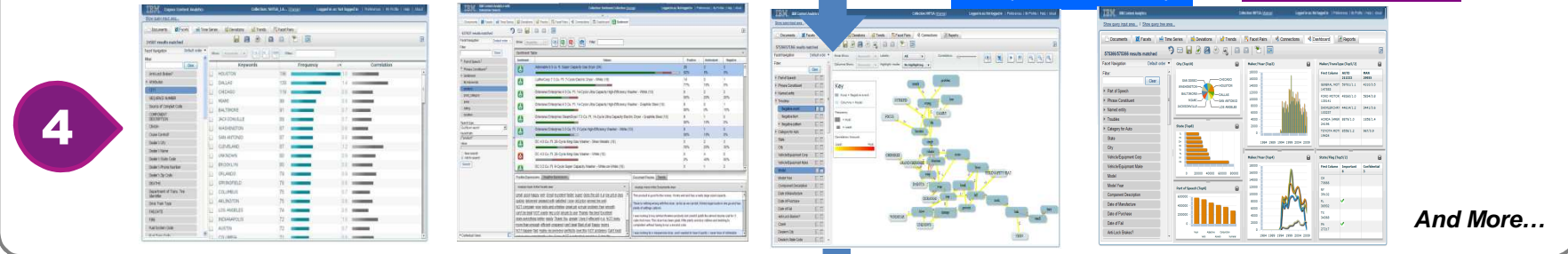
Service = Communication | Category = Service > Communications > discount | Product = Smart 4G | Category = Product > Smart 4G > Battery

3

I heard about that you are going to change the estimation method of "xxx discount" service. Please give me more details on the changes made.

I charged my Smart 4G through out the night and when I took it out of the charge it was at full. But, it runs out of battery in 3 hours. It is annoying. How do I preserve the battery life?

Service = Discount | VOC = Question | Component = battery | VOC = Unfavorable



A mobile telecommunication provider utilizes ICA to analyze large volumes of information from multiple customer service centers for better customer support.



IBM BusinessConnect
Realize the art of the possible.



Thank You!

