

AI-native text analytics

Richer, more accurate, actionable insights form unstructured comments

- ▶ Top-tier accuracy driven by state-of-the-art research in neural networks and natural language processing
- ▶ Powerful, multi-source reporting on open-ended feedback
- ▶ In-depth analysis of sentiment, categories, product detection, and context + nuance



When evolving your CX strategy, the voice of the customer must be your single source of truth, and open-ended comments from engaged customers have the potential to truly let people say what's on their mind. Unfortunately, technology limitations have frequently made the methods to solicit and analyze these comments inconsistent in getting truly actionable insights. SMG's recent developments in AI-native text analytics allow insights to effortlessly go beyond individual words to surface sentiment, categories, product detection, and context + nuance like never before.

SMG's proprietary text analytics approach analyzes beyond individual words for greater contextual accuracy from customer comments, enabling richer, more accurate insights for action.

The SMG approach to AI-native text analytics is based on modern, cutting-edge research in neural networks and natural language processing (NLP)—enabling us to harvest more high-quality insights from each piece of open-ended feedback.

Deeper insights driven by data science

The full potential of using open-ended, unstructured customer input in CX goes far beyond grading scales or looking for individual words and phrases. That's why SMG's AI-native text analytics engine makes use of a mathematical model that draws on over 300 million parameters to increase accuracy and the detail of sentiment. A "deep" model like this improves accuracy over time by continually learning more about context and nuance as it analyzes new input. As a result, this technology helps brands:

- ▶ Get an accurate read on customer sentiment
- ▶ Identify + group comments according to important categories
- ▶ Surface emerging trends across feedback channels

Powerful, multi-source reporting on open-ended feedback

Of course, the most accurate data in the world isn't all that helpful if it doesn't get to the right people at the right time. With unlimited real-time data and advanced filters, SMG's text analytics reporting helps you see what's important (whether you're looking for it or not). Users will be able to get to deeper insights quicker than ever with features like:

- ▶ **AI-powered operational risk alerts:** determine, act on, and mitigate high impact, low frequency (HILF) risks with predictive analytics
- ▶ **Trend + sentiment recognition:** track the performance + sentiment of important topics across all sources
- ▶ **Sentiment by region:** recognize topic sentiment by specific areas + region with unstructured data analysis >>



Next-level insights that add critical context to CX scores

While the self-serve reporting offers an endless source of on-demand insights, we take it a step further to ensure you get the most out of your customer comments. SMG's data science team uses text analytics alongside other datasets to get to deeper insights that answer clients' most complex research questions. And when the data points to an issue, our teams commit to digging in and finding the right solution.

In addition to that insight-focused partnership, SMG provides customized industry libraries and text benchmarks—populated with hundreds of millions of comments. These critical resources give clients a deeper, more contextualized understanding of how customers perceive their brand relative to competitors, providing insights like:

- ▶ How often customers talk about the most important measures for your brand
- ▶ Frequency of employee mentions + how that impacts satisfaction
- ▶ The percentage of customers talking negatively about your staff
- ▶ The categories where customers think you're better—or worse—than the rest

With future-focused models like our proprietary AI-native text analytics, SMG is working to move the practice of CX management forward. By focusing on meeting customers where they are in their own words, this functionality will ensure that our clients have the most effective, efficient, and accurate tools to collect and analyze data in our mission to build better human experiences. ●

To learn more about how SMG's AI-native text analytics can help change the way you do business, visit smg.com/contact-us.



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About Service Management Group

SMG is a leading experience management (XM) provider, accelerating value by changing how brands act on customer + employee insights. With a rich 30-year history rooted in The Service Profit Chain, SMG is the industry's only software with a service (SaaS) provider—uniquely pairing an enterprise platform with professional services to help brands generate new revenue, grow existing revenue, reduce churn + detractors, and drive operational efficiencies. To learn more about our customer, employee, and brand experience management solutions, visit www.smg.com.