FACT SHEET

Confirmit Genius

Mining for Truths

The deepest insights often lie hidden in unstructured, free-form content stored within open-ended survey responses, internal business systems, and scattered across the Internet.

Unfortunately, with ever-increasing volumes of this free-form content, such as survey verbatims, call center records, CRM data, and social media posts, finding deeper insights is like panning for gold — there are little nuggets of insight hidden amongst a vast amount of less valuable content.

What is Confirmit Genius?

Confirmit Genius is an advanced Text Analytics platform that uses the latest Machine Learning technologies to help you draw meaning from unstructured content. It is tightly integrated with Confirmit Horizons, our comprehensive, multi-channel Voice of the Customer (VoC), Voice of the Employee (VoE), and Market Research platform. Together Confirmit Horizons and Confirmit Genius enable you to easily combine structured data from surveys with the depth of insight and unprecedented level of detail available in open-ended feedback providing insight into the 'why' behind the customer/consumers' survey responses.

Confirmit Genius consists of three main modules. These are:

00 **Confirmit Genius Text Analytics**

01 **Confirmit Model Builder**

02 **Confirmit Concept Miner**

In an Amazon review test, the sentiment analysis technology achieved nearly 90% accuracy.

01

Confirmit Genius Text Analytics helps you easily draw meaning and deep insights from unstructured text found in survey verbatims, call center notes, chatbot records, emails, and more. Even social media data can be imported for analysis, providing businesses with unparalleled insights into their customers' opinions as well as the company's online reputation, informing important business decisions.

Genius Text Analytics categorizes unstructured text and provides sentiment by category in order to:

- Ensure all customer comments are analyzed for actionable insights
- Drive up customer satisfaction and revenues
- Drive internal engagement through visibility into compelling insights
- Improve respondent experience with shorter surveys
- Achieve rapid ROI through fast deployment of a fully integrated solution.

02

Confirmit Model Builder allows you to explore your data and create hierarchical categorization models so that you can keep track of the key issues that impact your business. This optional end user tool for Text Analytics allows you to create and maintain your own categorization model, to ensure you're keeping on top of how your customers are really feeling, through their open ended comments. Model Builder speeds up the process of building and maintaining your models, such as model versioning, easy identification of uncategorized comments, and powerful topic discovery.

03

Confirmit Concept Miner uses the latest AI techniques to facilitate new topic discovery and extraction from your text data. Concept Miner is a component of Model Builder that removes all the guess work involved in building and maintaining your text analytics models. It makes it easy for users to quickly identify and understand key topics and insights that may otherwise have been hidden within your text data. Concept Miner surfaces all potential topics in your text, and you choose which ones should become tags that are available in Model Builder. You can then use them in Model Builder for even quicker creation of your categorization model.

How Can Confirmit Genius Help My Business?

With Confirmit Genius you can gain deeper insight into customer, employee, and market opinions across different categories of your business. Then, analyze the true sentiment across multiple sources, receive timely alerts about sentiment changes and align that insight with customer satisfaction scores.

You can enrich your Text Analytics insights by mapping it to other data sources about your customers, employees and the market – and benchmark against your competitors. Most importantly, you can quickly identify the cause of any significant shifts in your satisfaction or recommend metrics, and take action to resolve the situation before it impacts your bottom line. In short, Confirmit Genius helps you:

Quickly develop and maintain your own categorization models

Apply a consistent category model for meaningful analysis across all communication channels

Rapidly analyze vast amounts of content to enable faster response to identified issues

Understand how your customers and the market really feel about your business

Maximize the insight gained from customer feedback and market research

Monitor customer and public opinions of your brand and its public reputation

Drive action to improve your customer experience and competitive standing.

HANDLING COMPLEX COMMENTS

Confirmit Genius can handle multi-part verbatims and categorize them accurately. For example:

Room ●●●●●
Restaurant ●●
Service ●●●●

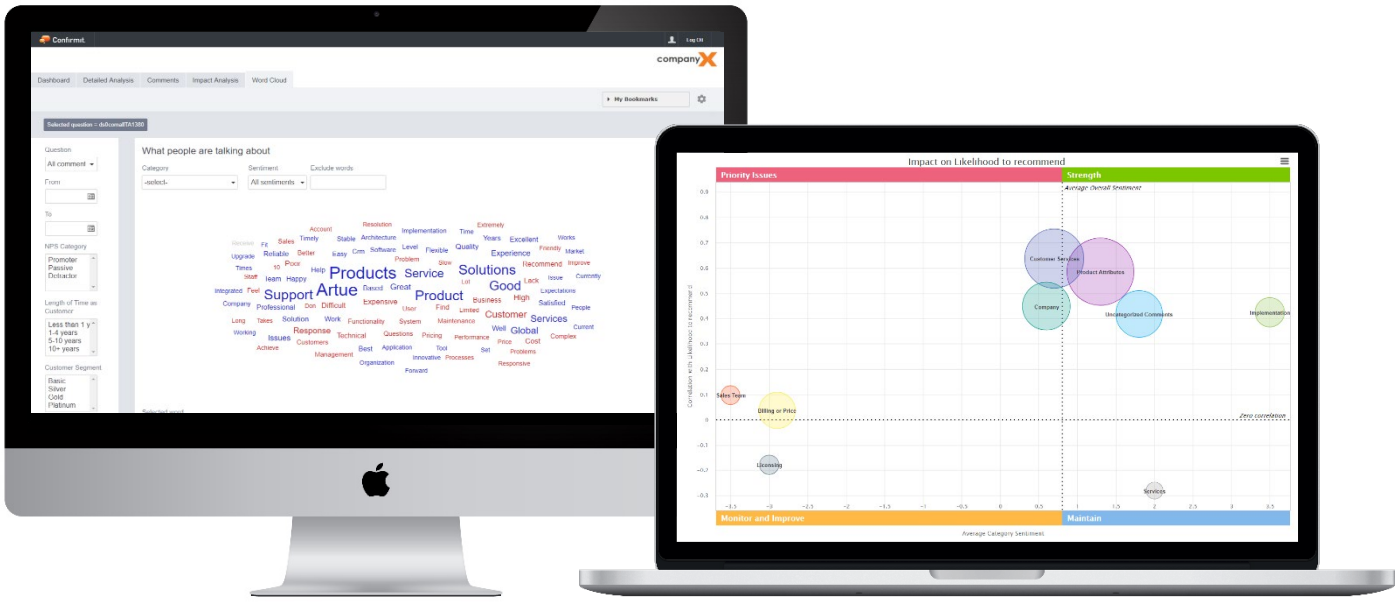
"My **hotel room was wonderful** but we were very **disappointed with the restaurant**, it was slow and the **food wasn't as good** as we'd expected. The **concierge was helpful**, though, and recommended plenty of great restaurants nearby."

What Type of Alerts and Reporting are Available with Confirmit Genius?

Confirmit Genius leverages the power of Confirmit Horizons to display Text Analytics results. You can create fully tailored reports that deliver deep levels of detail and insight, dependent on your individual requirements.

For companies that prefer an out-of-the-box solution, Confirmit also has a configurable Text Analytics Report. Confirmit's Text Analytics Report is quickly configurable and easy to set up. Once it's up and running, features such as filtering, sentiment charts, impact analysis, word clouds, drill down detail for comment analysis, and quick searching from the visualized dashboard makes it extremely easy to find the insights that will drive your business forward!

Confirmit's Text Analytics Report links together structured and unstructured feedback so you can understand the "why" behind your data. Our impact analysis chart can tell you which areas of your business needs immediate action and which areas your business is getting right. You can easily see your customers' opinions of your business and read the verbatim associated with each touchpoint. Built in significance testing highlights recent changes and shows how important those changes are to your business. Our Word Cloud view provides an at-a-glance overview and includes powerful filtering capabilities so you can quickly see only what you need to see.



In addition to Confirmit's powerful Text Analytics Report, users can also receive real-time alerts notifying them about negative feedback, changes in sentiment, or the appearance of selected keywords. In this way, businesses are able to quickly get ahead of customer complaints or other issues that might arise.

How Can I Get the Most Out of Confirmit Genius Text Analytics?

While open-ended survey questions can help you collect deeper insights while asking fewer survey questions, getting respondents to provide meaningful detail in their open-ended responses can be a challenge.

Confirmit's Dynamic Open Text question type is an excellent solution to this problem. Dynamic Open Text questions encourage respondents to provide deeper detail and more meaningful open text responses in two ways. First, each open text field is coupled with a colour-coded gauge or status bar measuring the quantity of the feedback and encouraging respondents to provide more detailed responses. Secondly, this question type encourages respondents to provide higher quality responses by automatically identifying important keywords and phrases and asking the respondent to provide additional detail on those topics.

The best part is that this question type is highly configurable, making it easy for you to tailor things like text box sizes, status bar colours, keyword prompts, and the feedback provided to the respondent to suit your unique needs. Click on here to watch a brief demo of Dynamic Open Text question types.

About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Nielsen, Research Now, RS Components, QRS, SSI, and Swisscom. Visit www.confirmit.com for more information

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