KnowledgeREADER™
Integrated Customer Intelligence

KnowledgeREADER is an industry-first application that brings a new age of integrated customer intelligence by combining visual text discovery and sentiment analysis with the power of predictive analytics. It delivers unparalleled voice of the customer insights to support customer experience management.

Unlike pure play text analytics and software as a service (SaaS) offerings, KnowledgeREADER breaks down silos to merge unstructured with structured data; and sentiment and text analysis with data mining and predictive analytics—for integrated customer intelligence.

Customer intelligence professionals and marketers can easily understand and model customer feedback without relying on data analysts. Advanced users can merge unstructured and structured data to perform data mining and predictive analytics with additional predictive variables for improved accuracy and exploratory power. KnowledgeREADER uniquely offers:

- Dashboard for sentiment and text analysis
- Comparison, trend and association analysis
- Document exploration with sentiment markup
- Entity, theme and topic extraction
- Categorization by query and concept topics
- Profiling, segmentation and predictive modeling using Decision Trees and Strategy Trees
- Data preparation tools to merge text analysis data sets with structured data
- Includes in-database analytics and supports data and file import from Database, Excel, CSV, HTML, Word, PDF and Outlook PST files
- Multiple language support

Visual Text Discovery

Sentiment and text analysis results are automatically generated and delivered through a visual dashboard. The dashboard provides insight into overall sentiment distribution and sentiment across top 10 topics, themes and entities.

KnowledgeREADER provides best-in-class Natural Language Processing (NLP), sentiment analysis, classification and entity and theme extraction—via the seamlessly embedded Salience Engine from Lexalytics®.

Comparison Analysis

KnowledgeREADER takes sentiment analysis further with the ability to compare sentiment between text analysis data sets.

Comparison analysis allows you to detect similarities and differences in sentiment distribution across data sets, data sources or text analysis conducted at different points in time.
Comparison analysis looks at the aggregate sentiment contained in your data sets to provide insight into the top 10 topics, themes and entities.

You can identify important changes within your data and isolate areas to target for reducing costs or increasing revenues. For example, you can compare sentiment before and after marketing campaigns to measure impact, or compare customer survey feedback between store locations or geographic regions.

**Trend Analysis**

KnowledgeREADER tracks sentiment over time across the most important entities, themes, topics and sentiment phrases discussed by customers.

You can view how overall sentiment, sentiment distribution, top 10 entities, themes, topics and sentiment phrases are trending by day, week, month or year. Time periods can be defined to track any subject contained within your text analysis data set.

Trend analysis provides insight into how and why customer sentiment changes over time for never-seen-before insights into what your customers are talking about. For example, you can track trends associated with your brand and those of your competitors over the past year to determine how your brand is perceived in the market. An understanding of what may have caused shifts in sentiment can provide insight into how you can respond or resolve issues to gain competitive advantage.

**Association Discovery**

Association analysis allows you to uniquely discover how terms are used in relation to each other in order to identify the context surrounding trending themes and topics.

KnowledgeREADER automatically creates a visual representation of relationship among terms through the industry-first Association Map.

The Association Map graphically represents how frequently entities, themes and topics are used in association with each other, using distance to represent this context. Terms are displayed using relative size to approximate the frequency of use. Color coding represents the positive and negative sentiment.

For example, you can use the Association Map to gain insights into customer service complaints. The Association Map can reveal what topics are often mentioned in relation to ‘customer service’ when mentioned with a negative sentiment.
Sentiment phrases like ‘rude service representatives’ and ‘long wait times’ can be identified to provide insight into the actions that can be taken to improve customer experience.

**Document Exploration**

KnowledgeREADER allows you to conduct a drill-down review of specific terms and themes or topics of interest at the document level. You can zoom in on any topic, theme or entity to view a summary of all documents that reference it. You can isolate individual documents to examine the sentiment markup of the text. Sentiment markup highlights all terms of interest and color codes them based on sentiment.

Document exploration helps organizations review entire sentences or parts of documents to understand and verify the context in which certain terms are being discussed, and to better understand the sentiment that is expressed in association with terms.

Document exploration allows you to identify the scenarios and use cases that give rise to certain issues within your customer base. These insights allow you to perform triage on current problems or mitigate similar issues from arising in the future.

**Predictive Analytics**

KnowledgeREADER includes predictive analysis for distinct competitive advantage in customer experience management; whereas, other text analytics platforms are limited by retrospective analysis and text-only data sources.

KnowledgeREADER builds upon the market-leading data mining, Decision Tree and predictive analytics capabilities provided in Angoss KnowledgeSEEKER®. It includes Angoss best-in-class Decision Trees and patent-pending Strategy Trees to design and deploy predictive strategies.

KnowledgeREADER allows you to merge the output of text analytics with your structured data to perform data mining and predictive analytics with additional predictive variables for improved accuracy—expanding your predictive and exploratory power. Models enhanced by the output of text analysis are more likely to have higher predictive and exploratory power—for greater ROI.

The results of text analytics can now also be used to build predictive strategies around customer acquisition and retention, cross sell and upsell, next-best-offer, claims fraud reduction, customer service routing, warranty analysis and more.
KnowledgeREADER delivers integrated customer intelligence by combining visual text discovery and sentiment analysis with data mining and predictive analytics—for customer intelligence professionals, marketers and data analysts.

It delivers unparalleled customer intelligence and voice of the customer insights to support customer experience management—above and beyond what text analytics users have come to expect.

KnowledgeREADER HIGHLIGHTS:

- Dashboard provides visual overview of sentiment analysis and top topics, themes and entities.
- Comparison analysis detects similarities or differences between sentiments across text analysis data sets.
- Trend analysis uncovers trends in sentiment, topics and themes over time.
- Association discovery provides a visualization of how terms are used in relation to each other to provide context.
- Document exploration and sentiment markup provide a drill-down review of terms, themes and topics at the document level.
- Best-in-class Natural Language Processing (NLP), sentiment analysis, classification and entity and theme extraction.
- Predictive analytics allows you to perform data mining and predictive analysis on merged text and structured data.
- Angoss best-in-class Decision Trees and patent-pending Strategy Trees to design and deploy predictive strategies.
- Includes In-database analytics to performs text analysis and predictive analytics directly on data stored in a database.
- Supports data and file import from Database, Excel, CSV, HTML, Word, PDF and Outlook PST files.
- Multiple language support for English, French, Spanish, Portuguese, German, Chinese (Mandarin), Korean and Italian.
About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and big data analytics software products and Cloud solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.