

Verint Text Analytics

Are you manually sifting through survey comments, email messages, social media postings, and other written communications to find out what customers think about your products and services? What if you could analyze this unstructured data automatically, obtain insight quickly, and take action on it right away?

With **Verint® Text Analytics™**, you can. This software solution from Verint Systems can help you collect, analyze, and act on customer feedback from text-based communication channels, including:

- Social media outlets, including Facebook and Twitter
- Survey comments
- Call center notes
- Customer email and chat sessions
- News and review Web sites
- Other internal and external sources

By dramatically reducing the time and resources required to analyze text-based interactions, Verint Text Analytics can help you enhance service recovery initiatives, drive continuous operational improvements, and make better, more strategic decisions. You can:

- Increase sales effectiveness and revenue by identifying and responding to unexpected opportunities and competitive advantages.
- Use customer comments to optimize self-service and website experiences, helping reduce costs and decrease chat and call volumes in the contact center.
- Identify and correct performance, quality, and compliance issues with how text-based responses are handled by agents, helping reduce cost-to-serve and customer churn.
- Measure and improve business performance based on customer satisfaction and sentiment scores.
- Correct identified issues before they escalate into larger problems.



Verint Text Analytics can help your organization uncover customer sentiment from text-based feedback, such as survey comments, email, blogs, Twitter, Facebook, social media, and other sources.



Key Benefits

- Dramatically reduces the time and resources needed to analyze text-based customer feedback.
- Captures customer sentiment for driving product and service enhancements.
- Measures the performance and the “health” of your business based on sentiment and satisfaction scores.
- Provides alerts on emerging issues to facilitate corrective actions.
- Supports direct engagement with customers to help quickly resolve issues and build personal relationships.

Let Sentiment Reveal Customer Emotion

Verint Text Analytics uses deep-dive tools to provide insight into customer sentiment and context, and can quickly help you identify the root cause of emerging issues. Advanced sentiment scoring on open-ended customer interactions offers detail about attitudes expressed in customer messages and insight into intent to repurchase, intense satisfaction or dissatisfaction, or information about specific issues.

The solution capitalizes on Verint's powerful, accurate natural language processing engine, which understands the context of text elements, including parts of speech, entities, facts, linguistic clauses, and their associated relationships. This thorough approach helps ensure the accuracy of the resulting analysis.

Measure Performance to Drive Improvements

Verint Text Analytics can help you assess the performance of specific business units, regions, stores, and products by providing a health index scorecard that maps customer sentiment and satisfaction against company goals. You can use this information to help prioritize critical issues and collaborate with other functional areas within your enterprise before issues escalate. Full workflow capability can help track discussions and decisions for accountability and closure. With proper permissions, your employees can even engage directly with customers on Facebook, Twitter, and email to help close the loop on issues and deliver a more personalized experience.

Verint Text Analytics – Part of the Verint Customer Analytics Portfolio

Verint Text Analytics is part of Verint Systems' patent-protected portfolio of Customer Analytics solutions. These solutions help organizations capture the voice of the customer and employee across different channels of interaction, interpret them in the context of business objectives, and then act to drive enhanced customer experiences, loyalty, and revenue.

Receive Guidance from World-Class Consultants


Verint Consulting Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management, and business impact consulting, you can be confident that our experienced teams understand your business practices and operations – and are committed to your success.

Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.


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