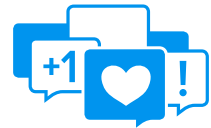


# Text analytics

Mine customer comments for deeper insights

- ▶ Top-tier accuracy driven by data science
- ▶ Powerful, multi-source reporting on open-ended feedback
- ▶ Next-level insights that add critical context to CX scores



When evolving your CX strategy, the voice of the customer has to be your single source of truth. And while the quantitative survey data is invaluable, it's often the qualitative insights from customer comments that help you add context to scores and answer questions you hadn't thought to ask. SMG's text analytics technology helps brands turn open-ended feedback into next-level insights—with top-tier accuracy and powerful, multi-source reporting.

**SMG's text analytics** technology leverages advanced machine-learning to pull pertinent information from mountains of open-ended feedback, delivering accurate insights in real time.

There are a lot of text analytics options—each one featuring different strengths that cater to different industries. Drawing on nearly 30 years of experience in the CX industry, we custom-built our text analytics technology to deliver exactly what brands need most.

## Top-tier accuracy driven by data science

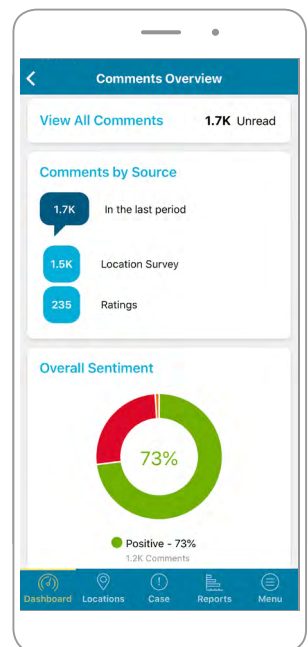
If you're acting on the data, you have to trust that it's accurate. That's why SMG takes an augmented approach to machine learning, with our talented team of PhD data scientists continuously fine-tuning complex algorithms based on hundreds of millions of customer comments. All of that results in laser-like precision that 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, advanced filters, and Elasticsearch functionality, 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

There's a reason SMG clients report being nearly twice as satisfied with their CX programs compared to non-clients. When you combine insights backed by decades of industry experience with a tireless commitment to tech innovation, you can be confident you're positioned to stay at the forefront of CX measurement. SMG's text analytics technology is just one more way we can help change the way you do business. ●

To learn more, visit [smg.com/contactus](https://smg.com/contactus).



#### About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit [www.smg.com](https://www.smg.com).