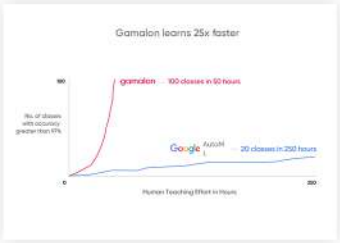
gamalon studio

Better understand your customers through next generation natural language understanding

Gamalon Idea Learning reads the text of your customers' messages and accurately tells you all of the ideas and sentiments in an easy-to-use visual analytics suite.



Idea Learning

Any message from a customer usually contains more than one idea-- more like a short story about their experience. Only Gamalon is capable of breaking out the key ideas across all of the customers' mini stories and summarizing new and trending issues for you. Other AI systems can only categorize the entire customer inquiry. Gamalon is more accurate, more quickly.

Visual Analytics

Gamalon Studio allows you to understand what is being discussed in chat and drill down on particular topics as needed. What's more, Idea Learning can find new or unknown ideas without having to be trained to look for them, and can alert you to new topics so that you can stay ahead of the curve with your customers.

Fast & Easy setup and usage

Because Idea Learning can recognize ideas in context and reuse them, it gets smarter faster. In fact, it doesn't require training data to get started. Ongoing maintenance is simple and easy.

ABOUT GAMALON

Founded by Ben Vigoda, PhD, MIT, Gamalon, Inc. is a next generation Natural Language Understanding solution for CX professionals. From 2013-2017, Gamalon received the largest single contract from the US Government's Defense Advanced Research Program Administration (DARPA) to develop the next generation of deep learning with leading groups at Berkeley, Stanford, MIT, Columbia, and the University of Cambridge. With a foundational advance in machine learning and 25 patent filings, Gamalon has been named one of the 50 Smartest Companies by MIT Technology Review in 2017, and in 2018 became a World Economic Forum Technology Pioneer. Gamalon is now backed by Intel's venture capital arm, Intel Capital.

To Learn More

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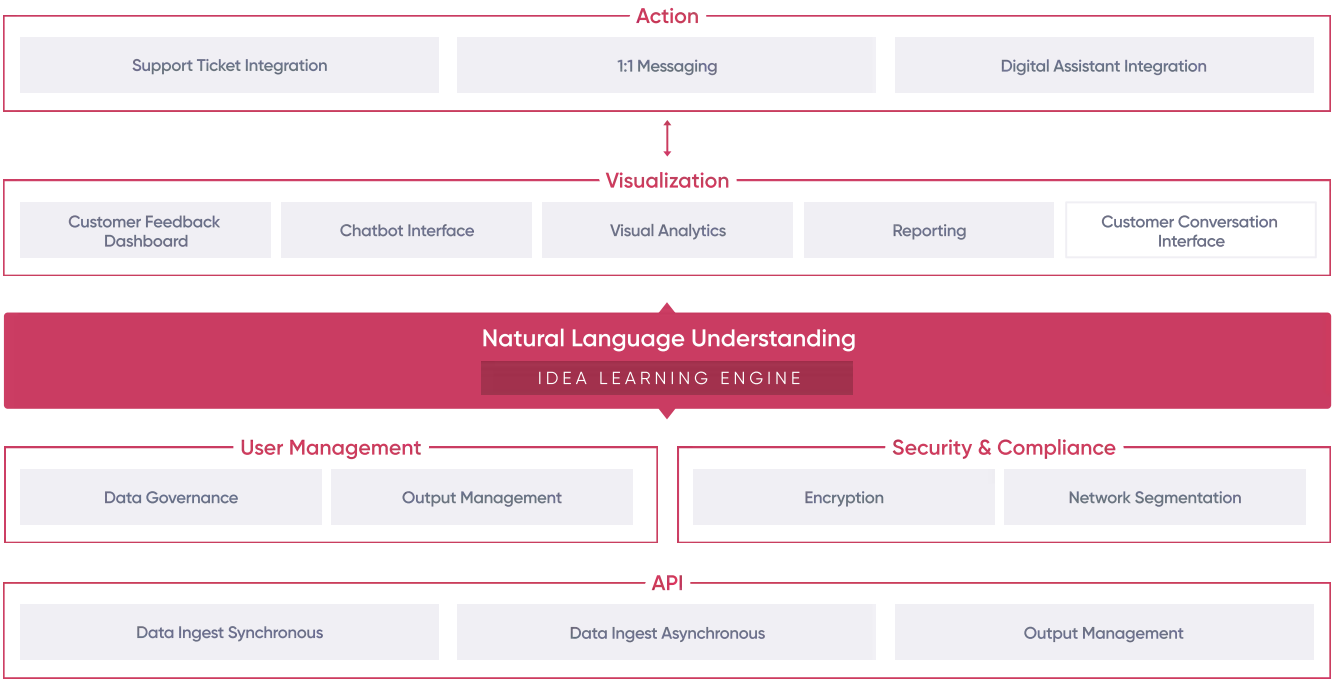
WHY GAMALON

	Alternative Approaches	Gamalon
Manual effort	Manually reading hundreds of messages and writing complex rules	✓ Little to no manual effort
Data requirements	Thousands or hundreds of thousands of data point to "train system"	✓ Little to no labeled data required
Number of categories	10 categories on average; a few hundred maximum. Granularity limited by the number of categories a human can remember during labeling process	✓ No limit on number and specificity of categories
Multiple categories	Difficult or impossible to capture multiple categories within a single message	✓ Multiple categories captured effortlessly within the same message
New categories	Lengthy, expensive process that requires retraining of the entire model	✓ Add or change ideas in a day by only editing the piece of the model that needs to change
Accuracy	65% on average. Limited by the accuracy of the humans who label the data	✓ 85%+. Learns from unsupervised data and prior business-specific knowledge
Implementation time	Months to quarters before model is ready to process data	✓ Up in running in days or weeks

PRODUCT ARCHITECTURE

- Superior NLU engine that enables visualization of insights and powers appropriate actions
- Integrate via batch and streaming APIs
- Secure, GDPR-compliant deployment



GETTING STARTED

1. Identify the **use case**: evaluate the possibilities & set success criteria
2. Upload **1,000 rows** of unstructured data
3. Gamalon structures the data and **surfaces the insights**
4. View your **Idea Studio dashboard** and evaluate

Our data science team can provide support on-going as needed.

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