

TEXT ANALYTICS

Mine high quality actionable insights from unstructured text



Text is Everywhere..



Social Media Comments



E-Mail Content



Written Customer Feedbacks



Earnings Call Transcripts



Research Publications

..but it does not translate to insights



SOCIAL MEDIA DISCONNECT

Lack of actionable intelligence from social media activity



TEDIOUS MANUAL RESEARCH

Time consuming research from publications and journals

Tonnes of text from call center conversations and surveys with hidden insights



VOLUMINOUS DATA

Disconnected customer insights inspite of rich media and behavioral text data



MISSING PERSONALIZATION



INSIGHT SILOS

Market intelligence data across multiple sources need an integrated, rounded perspective for actionability

Text analytics driven storytelling can unlock value



UNDERSTAND TEXT

Techniques such as Entity recognition, intent detection, topic modeling, theme extraction, sentiment analysis & summarization to **Understand natural language**

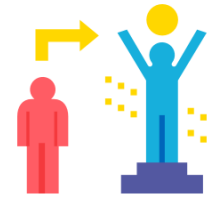
GET DEEPER WITH AI

Advanced techniques such as deep learning-based models help extract more from text and contextualize insights better.

CONVERT INTO STORIES

Powerful visualizations help tell text insights through engaging narratives

Why work with Gramener?



Gramex, our Data science platform is inbuilt with **AI-DRIVEN TEXT ANALYTICS** capabilities

Our immersive **DATA STORYTELLING** techniques simplify consumption of insights

Rich experience solving a variety of text problems for **FORTUNE 500 CLIENTS**

How we helped our clients?



CUSTOMER EXPERIENCE MANAGEMENT

We assisted a leading computer technology company to identify what drives their NPS rating, by diving deep into customer comments by themes, topics, entities and intent.

AUDIENCE INSIGHT ANALYSIS

We worked with a leading media house to help improve their show ratings by analyzing scripts for character associations, sentiments and storylines.



CALL TRANSCRIPTS ANALYSIS

We helped a Global Financial Services company to analyze earnings call transcripts to identify company intelligence and understand analyst intent.

