




BRAIN | Automatic Topic Detection

Enable users to automatically extract meaning and understanding from all of their conversations.

Businesses deal with large volumes of unstructured data every day. There are millions of customer interactions, from an increasing number of channels, whether they are voice, text or social media, and handled by humans or machines. These interactions could be brand mentions, support enquiries, competitor names or even social media posts – the list is endless. The ability to automatically organise and categorise this data, enables users to analyse, learn and take action.



Maintain meaning and context

When it comes to analysing huge amounts of text data, it is just too big a task to do manually. It is also tedious, time-consuming and expensive. Manually sorting through large amounts of data is more likely to lead to mistakes and inconsistencies. Plus, it does not scale well.

Benefit from AI topic modelling

Topic modelling is an unsupervised machine learning technique that is capable of scanning a set of documents, detecting word and phrase patterns within them, and automatically clustering word groups.

Supervised/unsupervised topic detection

Supervised learning involves creating or using an existing training data set, which comprises data that needs to be manually labelled. Supervised learning can work well for large data sets where you already have pre-classified data readily available. Unsupervised learning does not need to be pre-labelled or pre-classified in a training set. Instead, the machine learning algorithm finds similar features and associations among the features in the data and groups them together accordingly.

The real power comes with unsupervised topics where, through real natural language processing, the process is completely automated. You can detect anomalies such as lower volume or newly trending issues that would otherwise not be detected. This could help companies to respond more quickly to early warning signs as well as unexpected anomalies. By discovering topic areas that should be included in the library, businesses can potentially gauge the usefulness of their query library and use automatic topic detection to update it as needed.

MATRIX

Toolkit for data scientists and analysts.



HELLO

Automatic speaker verification and caller identity management.



BRAIN

NLP driven auto topic detection, summarisation, trend spotting and surveys.



CORE

Powerful out-of-the-box, pre-templated analytics and conversational intelligence.



BOOST

Advanced query building and analytics.



LINK

Intelligent data connectivity and integration to third-party systems of record.



LOGIC

Post-call workflow, actions and notifications.