POWERFUL CUSTOMER INTELLIGENCE

Altair® Knowledge Studio® Text Analytics Add-On. Despite recent advances in data analytic offerings, companies remain challenged to extract meaning from unstructured data. Aside from capturing customer sentiment from call center records, social media posts and other newsfeed sources, a holistic view of customer behavior and feedback requires data from other sources to be combined with sentiment data.

Turn Insights into Action

Knowledge Studio Text Analytics Add-On is an industry-first application that combines visual text discovery and sentiment analysis with the power of predictive analytics. It delivers unparalleled voice of the customer insights to support customer experience management.

Unlike pure play text analytics and software as a service (SaaS) offerings, Knowledge Studio Text Analytics Add-On merges unstructured and structured data with sentiment and text-based formats to provide create an integrated customer intelligence view.

Customer intelligence professionals can easily model and understand customer feedback without relying on data analysts or data scientists. Advanced users can merge disparate data to perform data mining and predictive analytics using a variety of predictive algorithms. The results of text analytics can be used to build prescriptive strategies that focus on customer acquisition and retention, cross-selling / upselling, next-best-offer, claims fraud detection, customer service routing, warranty analysis and more.

Our Solution

Easy-to-use and detailed visual document extraction and analysis enriches the text discovery process. Knowledge Studio's Text Analytics Add-On robust mining functionality provides users with access to best-in-class Natural Language Processing (NLP), Sentiment Analysis, Text Discovery Dashboard, Association Discovery Maps, Document Exploration/Sentiment Markup, Classification and Entity and Theme Extraction.

Sophisticated extraction of topics, themes, entities, and sentiment-bearing phrases.
The extraction methods recognize specific entity types, part of speech patterns, and regular expressions. The sentiment measurement techniques focus on the sentiment of specific entities (companies, products, etc.) in addition to the overall sentiment of the document. Topic classifiers perform high-level classification of content based on general topics and employ Concept Topics and query-based topics.

EASY-TO-USE DETAILED VISUAL DOCUMENT EXSTRACTION AND ANALYSIS

NATURAL LANGUAGE PROCESSING AND MULTILINGUAL SUPPORT

AUTOMATED PREPARATION OF TEXT ANALYSIS RESULTS FOR PREDICTIVE MODELING

PREDICTIVE ANALYSIS

WORKFLOW AUTOMATION

Try Knowledge Studio Today:
Request a Demo

Best-in-class Natural Language Processing & Multilingual Support, powered by the embedded best-in-class Salience Engine from Lexalytics, processes human language in a meaningful way by identifying parts of speech, and the relationships between them. Multiple language support is available for sentiment analysis, classification, and entity and theme extraction.

One workflow to analyze unstructured text and transform it into structured data. The final output is easily merged with other proprietary data for profiling, segmentation, predictive modeling, cluster analysis, and association rule learning.

About Knowledge Studio

Altair's machine learning and predictive analytics solution is known for the rapid visualization of data, and the ability to share insight quickly across the enterprise. Using Knowledge Studio, data scientists and business analysts can focus on interpreting insight that comes from data without needing to code.

Known for its industry-leading, patented Decision Trees, Strategy Trees, and its wizard-driven user interface, Knowledge Studio is an advanced data mining and predictive analytics workbench. With advanced predictive modeling capabilities, Knowledge Studio offers comprehensive predictive analytics for all phases of the data mining cycle with focus on model development and deployment.

Related Data Analytic Solutions from Altair:

Altair Knowledge Works enables people of different skill sets to easily build analytical applications, or augment analytics into existing applications to make better decisions.

Big Data Analytics: Altair's advanced analytics software on the Apache Spark framework provides businesses with unprecedented analytics and data processing capabilities that overcome challenges encountered with Big Data access and insight discovery. An intuitive and interactive experience means users of Knowledge Studio for Apache Spark can transform and analyze billions of datapoints in a manner of minutes.

Data Preparation: Automate data collection, data cleansing, and data transformation tasks. Our desktop (Altair Monarch) and browser-based (Altair Knowledge Hub) solutions are market leaders in self-service data preparation. Use trusted and accurate data to make the right decisions.

Data Visualization and Stream Processing: Build, modify, and deploy sophisticated streaming analytics and data visualization applications without needing to code. Altair's Panopticon platform lets business users — the people closest to the action —connect to virtually any data source, including real-time streaming feeds and time series databases; develop complex stream processing programs; and design visual user interfaces that give perspectives needed to make insightful, fully-informed decisions based on massive amounts of fast-changing data.

EASY TO UNDERSTAND AND EXPLAINABLE SENTIMENT MODELS

COMBINE STRUCTURED DATA WITH SENTIMENT DATA TO COMPLETE A HOLISTIC VIEW OF CUSTOMER BEHAVIOR

DATA EXTRACTION, TRANSFORMATION AND ANALYSIS USING AN EASY TO USE INTUITIVE WORKFLOW-BASED INTERFACE

Knowledge Studio offers comprehensive predictive analytics for all phases of the data mining cycle.