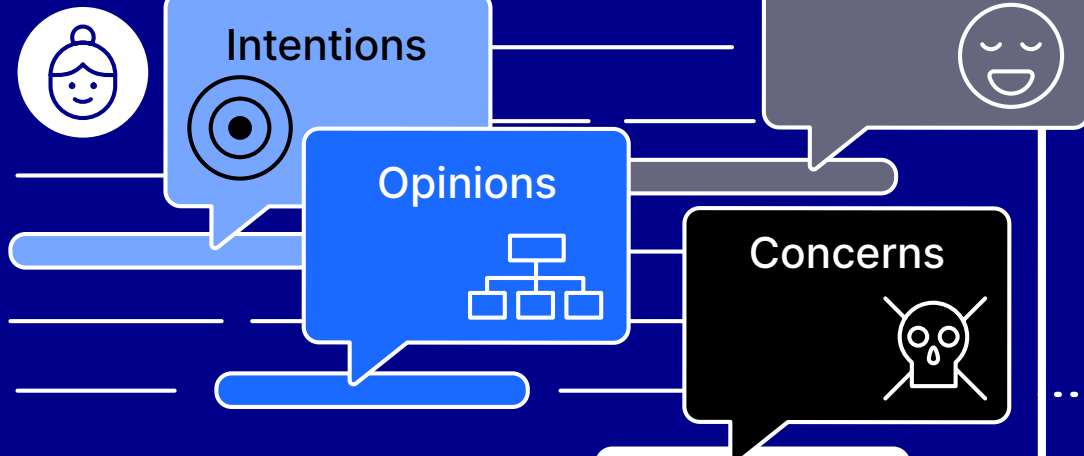


Uncover customer insights with text mining

Pull hidden sentiment, emotion and intent out of unstructured content and into the light.

Text conveys nuance that numbers cannot



The problem

Customer insight is boxed in

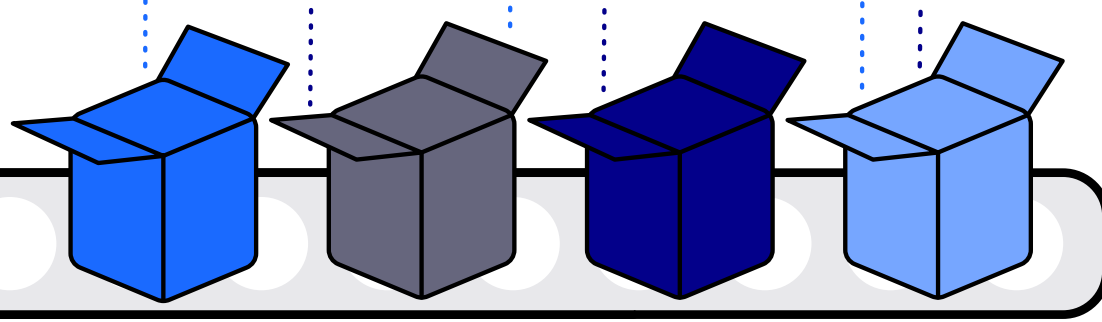
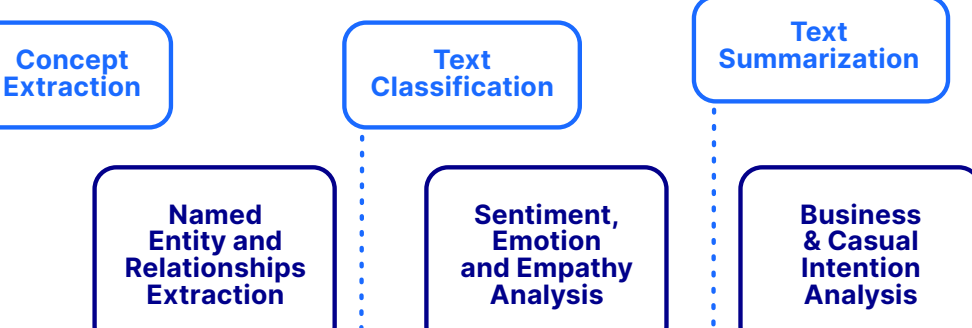
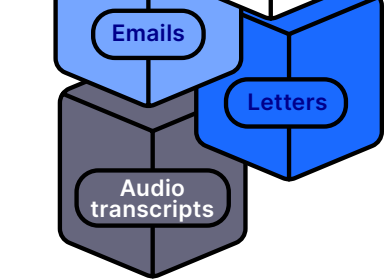
Organizations have a mountain of unstructured text-based content, but extracting insights manually is...

- Inefficient
- Time-consuming
- Expensive
- Unscalable

The solution

Text mining unpacks rich insights

Using AI and machine learning, OpenText™ Intelligent Classification quickly transforms unstructured user-generated content into shareable, actionable insights.



The result

- OpenText Intelligent Classification uses machine-learning and natural language understanding (NLU) techniques to:
- separate subjective and objective statements
 - assess positive or negative tonality and the reasons behind it, and
 - relate topics and concepts detected in content with underlying emotions, intentions and concerns.

Quickly understand opinions, spot trends and take action

Organizations can clearly see the context and information locked inside high-growth unstructured content at scale. This guides them to do the right thing—from intelligent routing/escalation, to formulating highly empathetic answers, to identifying product issues and more.

Gain more rich, meaningful business insights

Make better decisions, faster

Deliver more personalized, empathetic customer experiences

Get a complete understanding of customer-, citizen- or employee-generated content, fast — with [OpenText Intelligent Classification](#)