

SENTIMENT ANALYSIS

Threat Intelligence In Sentiment Analysis



APPLICATIONS

SOCIAL MEDIA CUSTOMER SENTIMENT ANALYSIS

BRAND MONITORING

VOICE OF CUSTOMER (VOC)

CUSTOMER SERVICE

SECURITY ATTACK PREDICTION

Need For Sentiment Analysis

Sentiment analysis is the process of detecting positive or negative sentiment in text. Sentiment analysis is extremely important because it helps businesses quickly understand the overall opinions of their customers. By using automation to gather, sort and analyse huge amounts of data, the business is able to gather feedback and tailor products and services and make decisions quickly.

Since customers express their thoughts and feelings more openly than ever before, sentiment analysis is becoming an essential tool to monitor and understand that sentiment.

Sentiment analysis can also be conducted to predict the probability of attacks (cyber or physical), so that companies and law enforcement can take preventive measures.



Brand monitoring

Brand monitoring offers a wealth of insights from conversations happening about your brand from all over the internet. Analyze news articles internationally, blogs, forums, and more to gauge brand sentiment, and target certain demographics or regions, as desired.

Automatically categorize the urgency of all brand mentions and route them instantly to designated team members.

Get an understanding of customer feelings and opinions, beyond mere numbers and statistics.

Understand how your brand image evolves over time, and compare it to that of your competition. You can tune into a specific point in time to follow product releases, marketing campaigns, IPO filings, etc., and compare them to past events.

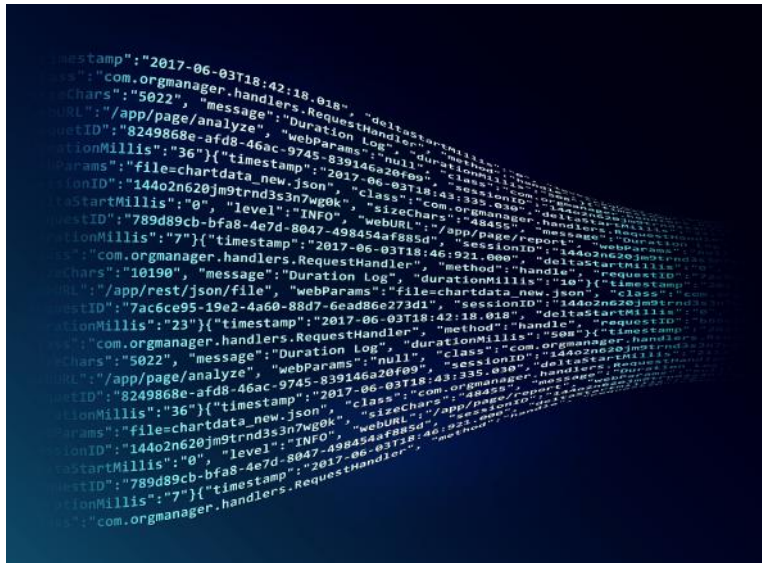
Real-time sentiment analysis allows you to identify potential PR crises and take immediate action before they become serious issues. Or identify positive comments and respond directly, to use them to your benefit.

Social Media Customer Sentiment Analysis

Sentiment analysis is used in social media monitoring, allowing businesses to gain insights about how customers feel about certain topics, and detect urgent issues in real time before they spiral out of control.

For example, negative PR can quickly be picked up before it goes viral and cause irreparable damage. Also, feedback on new launches of products and services can be quickly gathered, allowing the company to tweak for greater customer satisfaction and sales.





Customer Service

Great customer experiences means a higher rate of returning customers and higher order values. Leading companies know that how they deliver a great customer experience is just as, if not more, important as what they deliver.

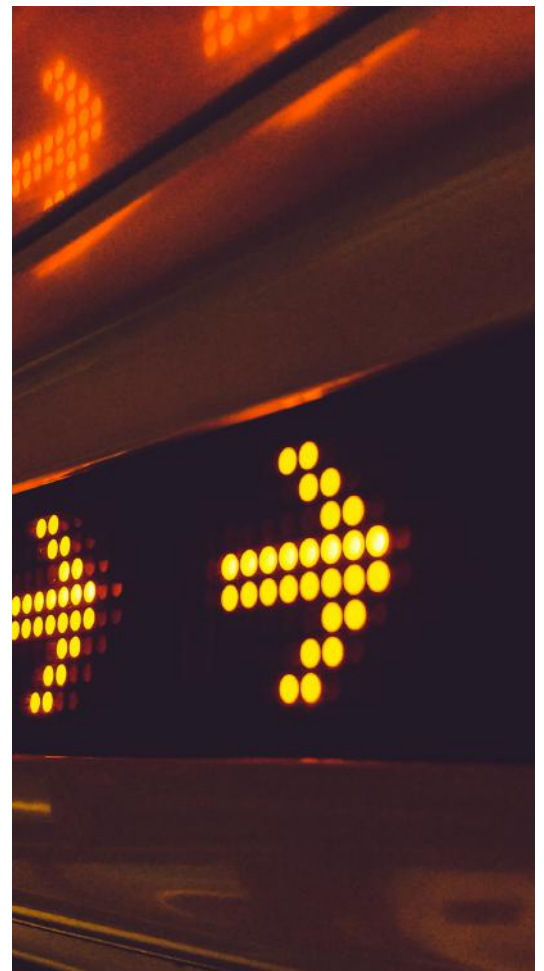
Did you know that one in three customers will leave a brand after just one bad experience? Customers expect their experience to be immediate, intuitive, personal and hassle-free.

You can use sentiment analysis and text/image/video classification to automatically organize incoming support queries or complaints by topic and urgency to route them to the correct department and make sure the most urgent are handled right away.

Analyze customer support interactions to ensure your employees are following appropriate protocol. Increase efficiency, so customers get their problems solved quickly and stay on. This decreases churn rate and costs less for the company in lost sales.

Voice of Customer (VoC)

VoC is the in-depth process of capturing customer's expectations, experience, preferences and aversions. Open-ended survey responses are much more difficult to analyse than yes/no questions, however, with sentiment analysis, these texts can be classified and offer greater insights into the VoC. This helps the marketing and PR team plan campaigns that speak directly to the customers and increase sales and customer satisfaction.



Security Attack Prediction

Evidence suggests that public discourse in online sources, such as social media, is strongly correlated with the occurrence of real-world behavior; this same premise can provide predictive indicators of cyber and physical attacks. For example, extreme negative sentiments towards an organization may indicate a higher probability that it will be the target of a cyber attack.

NexVision monitors sentiments around key targets you define, assets, and persons and gives predictive diagnosis on the probability of attacks and source of the attack. This allows the organization to defuse the risk before they weaponize.

We analyse the surface, deep, dark web and social media, including all text, images, video and apply steganography decoding, facial recognition and natural language programming to pick up various languages, jargons and code words for the most accurate intelligence. Our A.I. does all the gathering, sorting and analysis automatically and show you the results in real-time for military-grade intelligence and protection.

Contact us for a demo to see how NexVision works for you:



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