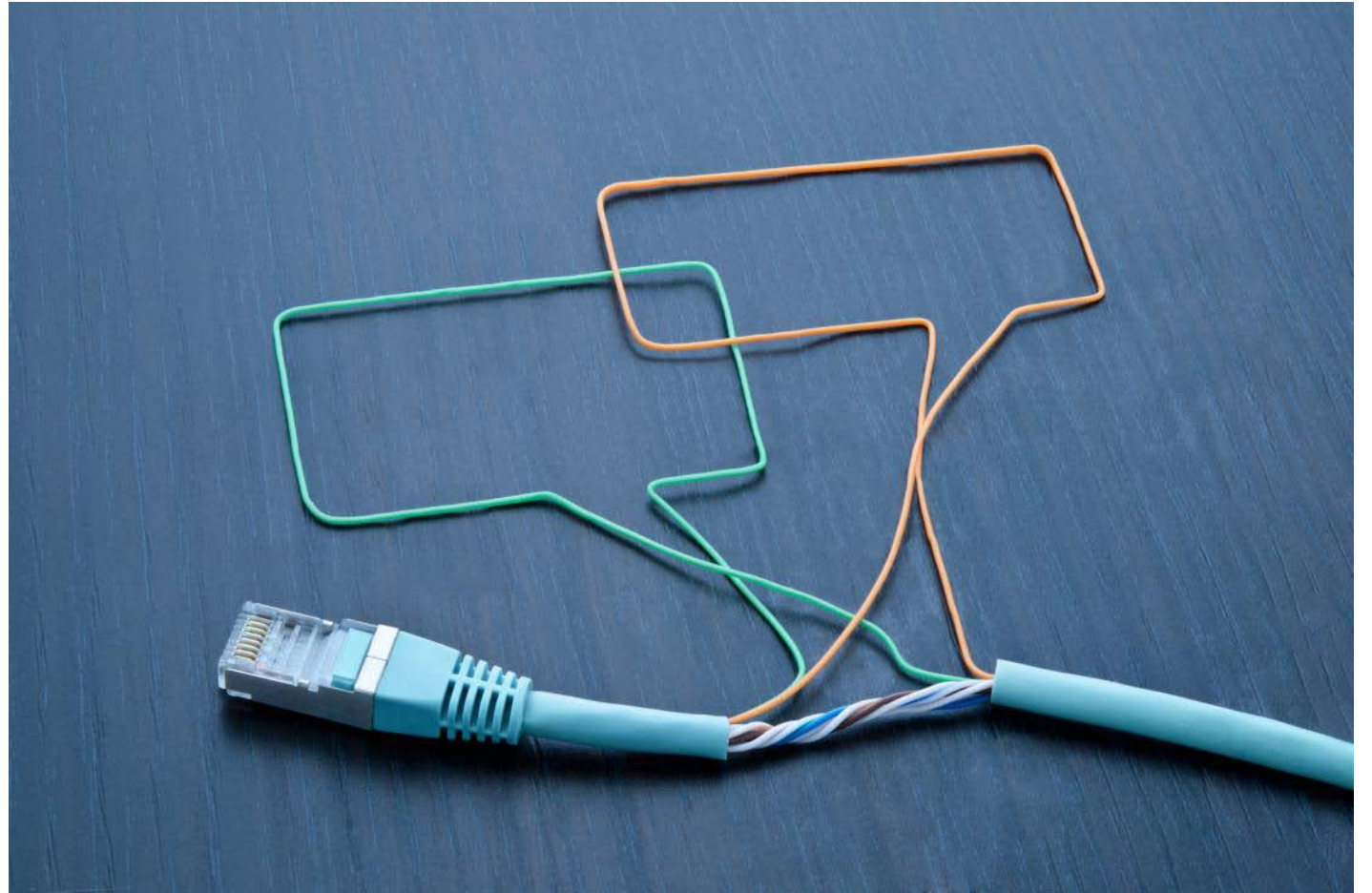# Deloitte.

Semantic Analysis
Customer Insights

Achieving Higher Value Together

Our Approach

Establish a close working relationship with stakeholders and end users.
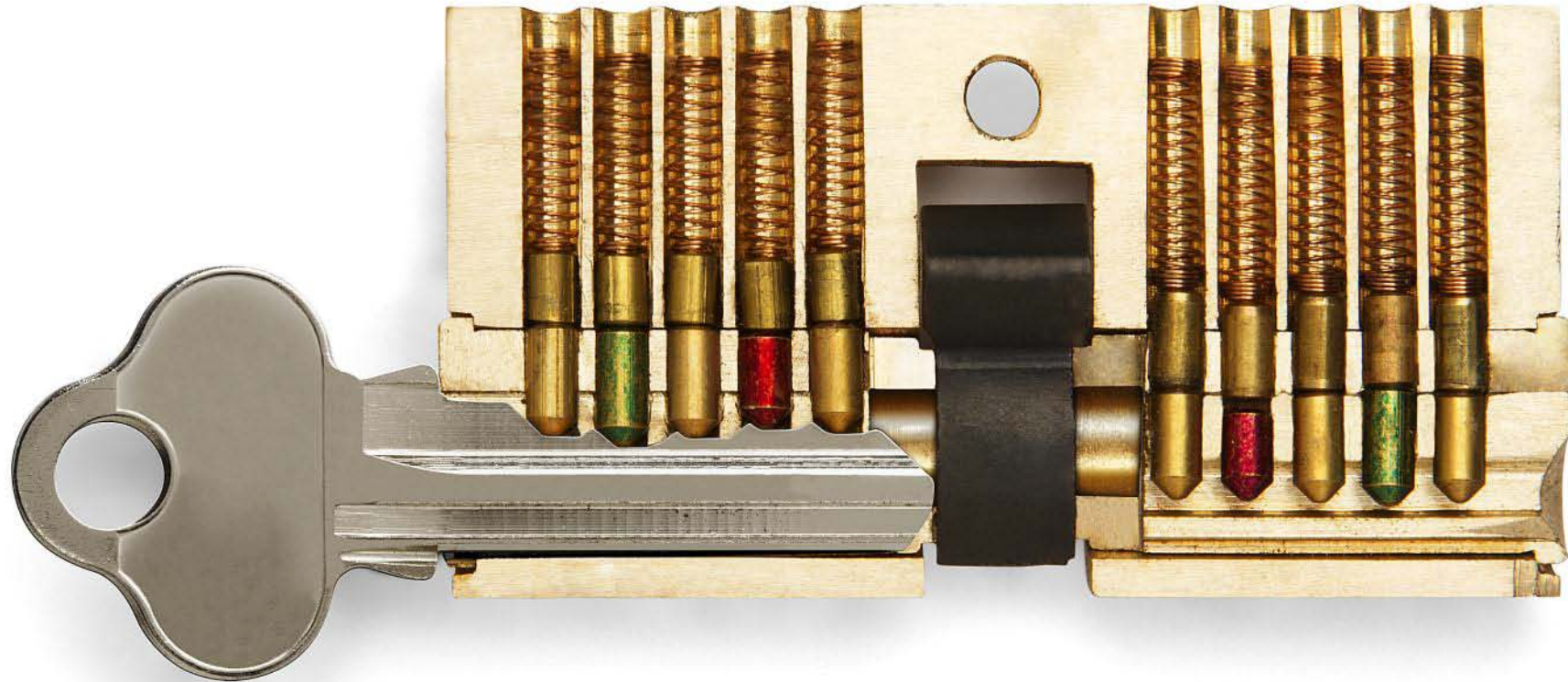
Involve users in development and through the life cycle of an application.

Identify impacts of your programs to better meet your objectives and the needs of the user.

Applying innovative text mining methods

How does text mining work?

Driving forces of transformation and integration
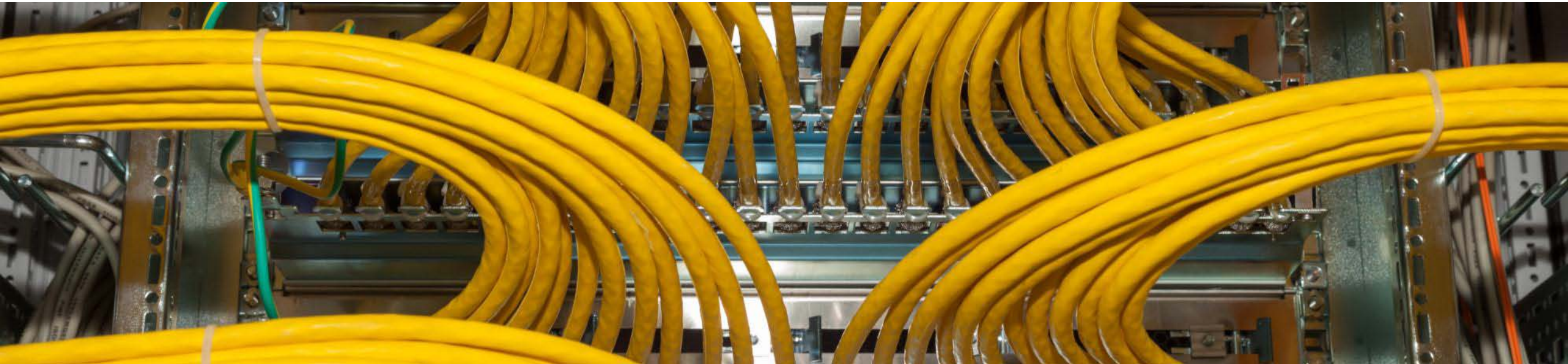
Requirement

Semantic Analysis of Textual Information present in the 'Description' Field from the "Incident Logs".

Analysis

Contents from the collected data is consolidated to database

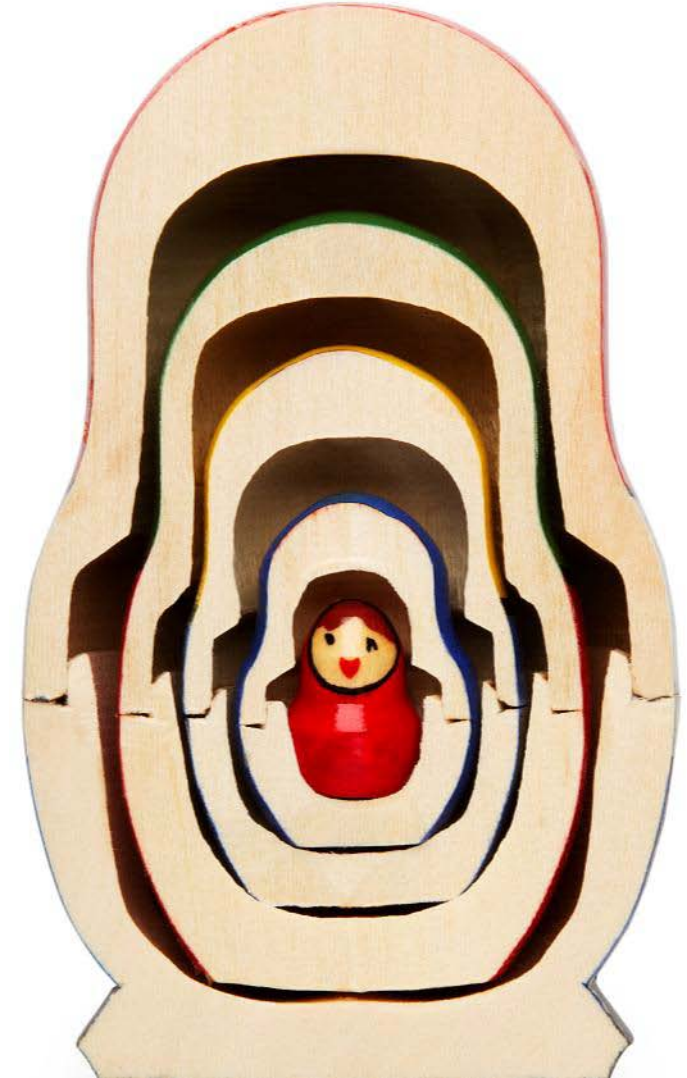Determine which description fields will be used

Perform analysis using semantic application

Expectations of results

- ✓ Critical business intelligence answers complex questions

- ✓ Enhanced, positive user experience

- ✓ Reduction in the incident logs can decrease staff/shift employees to needed areas in the call center, potentially saving on overhead

Q&A

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