# Helped a Retailer Implement ConText for Sentiment Analysis

BUSINESS GOALS

Our client is an American retailer of home improvement and construction products and services. There was no direct mechanism to identify the voice of customer. They were receiving customer sentiment data in various formats — structured and unstructured. Deducing actionable intelligence from humungous unstructured data was time consuming. They partnered with Atos Syntel to convert unstructured data into structured data and analyze vast amount of data from feedback databases, complaint forums, and social media and give actionable insights.
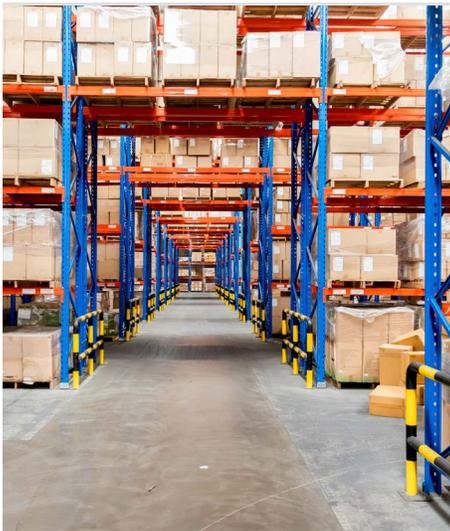
BUSINESS BENEFITS

Captured VoC and actionable insights

Targeted campaigns for better returns

Increased customer satisfaction

Targeted campaigns, right offer at the right time

Minimized broken builds due to standardized processes and a consolidated code repository

SOLUTION

- Classification and segmentation of free and unstructured text
- Performed sentiment analysis
- Captured the voice of customer (VoC) which otherwise remain unnoticed/unanswered
- Supported backend text mining activity using intuitive visual application
- Implemented a customizable rule and classification engine
- Identified categorization parameters for major domains/line of businesses

- Supported majority of input formats
- Implemented a cost-effective solution using open-source software, easily portable on commercial software

About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at: www.atos-syntel.net