

YOUR TEXT ANALYTICS COMPARISON SHEET

KEATEXT

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| URL | keatext.ai |
| Main Contact | Contact Us |
| Vendor Type | Full Text Analytics Platform |
| Speciality | Algorithm trained specifically for Customer Experience (CX) |
| Core Technology | Machine learning and Deep learning |
| Availability | With or without UX, White label, API |
| Accessability | Cloud solution, accessible through any browser, no installation required (but localized system available if needed) |
| Pricing | Per document payment, with monthly subscription based on use, one-off packages available |
| Additional costs | None. Updates, reconfiguration and support are included |
| Quote | |
| Additional resources required | IT support for linking APIs (if needed) |
| Initial investment | None |

Time

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| Time to first analysis | Instant |
| Time to integrate | Depending on complexity of integration, usually a few days |
| Time to add a new vertical | A few days for retraining |

UI

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| Intended user | Strategic Manager |
| Self-service | Yes |
| Data visualizations | Volume trends, correlations |
| Micro-view | Individual comments are linked to the overview data and can be accessed through one click |
| Macro-view | Through the automatic consolidated groups it's easy to see at a glance a telling overview of the data |

NLP Capabilities

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| Can group various terms with the same meaning | Yes |
| Can understand misspellings, jargon etc | Yes |
| Ranking of topic importance | Yes, based on topic group frequency |

Features

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| Analyze structured + unstructured data | Automatic corellations, Advanced filters |
| Export for advanced data visualizations | Yes, full export in CSV |
| Flexible reporting | Yes, dynamic reports with easy sharing |
| Multiple data source input | Yes |
| Trend Identification | Yes |
| Ability to scale | Yes |
| Advanced filters | Yes, custom filters based on data uploaded |

File Source

CSV, API, Zendesk and Salesforce connectors

Survey

Yes

Social Media

Yes

Reviews

Yes

Email

Yes

Support Tickets

Yes

Other sources

Yes, as long as data contains customer feedback in text form

Security

We can accommodate various levels of security requirements. We already reached high levels of compiancy for our clients in financial, aerospace and government

Hosting

AWS, deployable in multiple regions

Accreditations

PCI Compliance Level 1

Sentiment analysis

Yes, intent recognition

Categories

5

Granularity

Idea-level

Languages

English Full

French Full

No

No

No

Possible to add extra languages? No

Can you combine languages in one project? No

YOUR ACCURACY TEST

KE Δ TEXT

Topic Identification

Precision

Recall

F-Measure

Sentiment Analysis

Precision

Recall

F-Measure

Sentiment + Topic relationship

Precision

Recall

F-Measure

INFORMATION

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|-----------------|--|
| URL | Add the URL of the company for easy reference |
| Main Contact | Add phone number or email for easy reference |
| Vendor Type | Read more |
| Speciality | Is the solution you're looking at CX specific or general? Specialised solutions generally yeald the best results |
| Core Technology | Read more |
| Availability | How is the solution available in the market? Some vendors offer full systems, others just APIs that then need to be built into your platform |
| Accessibility | How easy is it to access this solution? |

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| Pricing | Text analytics is available in a few pricing models. Make sure the pricing is compatible with your company's resources |
| Additional costs | Sometimes Text Analytics vendors charge for maintenance, updates, support and training Make sure you know all the costs ahead of time. |
| Quote | Compare the quotes you get from various companies. |
| Additional resources required | How much will this partnership cost you internally? |
| Innitial investment | Is there a down-payment required for the deal to move forward? |

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| Time | How fast will things happen? A day? A year? How long can you afford to wait? |
| Time to first analysis | How much time before you can get your first insight? |
| Time to integrate | How long will it take to couple the two systems? |
| Time to add a new vertical | Did you get a client outside your normal verticals? How long before they can start using text analytics? |

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| NLP Capabilities | How strong is the system's use of language? |
| Can group various terms with the same meaning | Will it recognize that "carpets are dirty" and "carpets are filthy" means the same thing? |
| Can understand misspellings, jargon etc | Can it understand an angry millenial? How about the members of generation z? Yikes! |
| Ranking of topic importance | Strategic managers need to know what to focus on first. Can their text analytics solution provide insights inot that? |

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| Features | |
| Analyze structured + unstructured data | Can the text analytics solution extract insights by combining structured and unstructured data? |
| Export for advanced data visualizations | Is the solution holding data hostage or are your users free to make fancy visualizations with Tableau & other advanced visualization tools? |
| Flexible reporting | Can the reporting adapt to multiple use cases? |
| Multiple data source input | Can you combine data from multiple sources in the same project? |
| Trend Identification | Will the solution highlight emerging trends, rising issues or improvements? |
| Ability to scale | Can this solution handle the fact that you have increasingly more data? |
| Advanced filters | How granular can you get with your analysis? |

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| UI | If you require a UI, make sure the intended user is happy with it. Some text analytics solutions need specialized programmers or data analysts to use them. |
| Intended user | Who was the interface built for? |
| Self-service | Can a non-trained profesional access the solution and use it with ease? |
| Data visualizations | What kind of visualizations are built into the solution? Are they useful or just pretty to look at? |
| Micro-view | Is it easy to refrence an individual customer comment for context? |
| Macro-view | Is it easy to understand the big picture of what's going on in the data? |

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| Security | How safe is the data? |
| Hosting | Where is it stored? |
| Accreditations | What kind of certifications or standards are applicable? |
| Sentiment analysis | Can the system detect what the intent was behind the communication? |
| Categories | Number of "sentiment categories". Note that more is not necessarily better. The more categories there are, the more challenging it is to maintain accuracy. |
| Granularity | How deep is the sentiment analysis? Systems that only have comment-level or sentence-level sentiment detection might miss a mixed review... |

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| Languages | It's important to note that accuracy should be tested for each language. Sometimes companies take shortcuts just because customers demand more languages |
| Language 1,2,3 | Edit this row to add the languages relevant for your company |
| Possible to add extra languages? | Will the company collaborate on adding extra languages based on your need? |
| Can you combine languages in one project? | Sometimes data includes feedback in multiple languages. Can the system handle them all in one project? |

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| Your Accuracy Test | Before deciding on a text analytics solution a sophisticated buyer will compare accuracy across all vendors on a typical document |
| Precision | This metric measures if all the topics identified by the system are valid, meaning they were considered relevant in the manual analysis. |
| Recall | This metric measures if all the topics identified by a human analyst were also identified by the text analytics solution. |
| F-Measure | This metric is an average of the two previous measures. It's important to make an average because each measure in isolation can be abused. The recall metric can be tricked by having the solution identify too many words as a topic when relevant or irrelevant. The precision metric can be exploited by using a system that only outputs topics that have a high probability of being valid. This narrow view can lead to obvious results that are not useful and blind spots in the analysis. A good balance between recall and precision indicates an effective solution, as measured by the f measure. |