

Your text analytics comparison sheet

“keatext”

	Keatext	Company A	Company B
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 and API		
Accessibility	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	Contact us		
Additional resources required	IT support for linking APIs (if needed)		
Initial investment	None		

Time

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

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

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

Analyze structured + unstructured data

Automatic correlations, 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



Keatext

Company A

Company B

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 compliancy 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

4

Granularity

Idea-level

Languages

English	Full		
French	Full		
Language 1	No		
Language 2	No		
Language 3	No		
Possible to add extra languages?	No		
Can you combine languages in one project?	No		

Your accuracy test

Keatext

Company A

Company B

Topic identification

Precision

Recall

F-measure

Sentiment analysis

Precision

Recall

F-measure

Sentiment + Topic relationship

Precision

Recall

F-measure

Information guide

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? Specialized 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?

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 professional 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 reference an individual customer comment for context?
Macro-view	Is it easy to understand the big picture of what's going on in the data?

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?

NLP Capabilities	The strength of 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 millennial? How about the members of generation z? Yikes!
Ranking of topic importance	Strategic managers need to know what to focus on first. Can the text analytics solution provide insights into that?

Time	Ask yourself how fast things need to happen – a day? a year? – and how long you can 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 take on a client outside your normal verticals? How long before they can start using text analytics?

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 and 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?

Information Guide

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". 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...

Languages	It's important to note that accuracy should be tested for each language. Sometimes companies take shortcuts when 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?

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.