



DATA SHEET

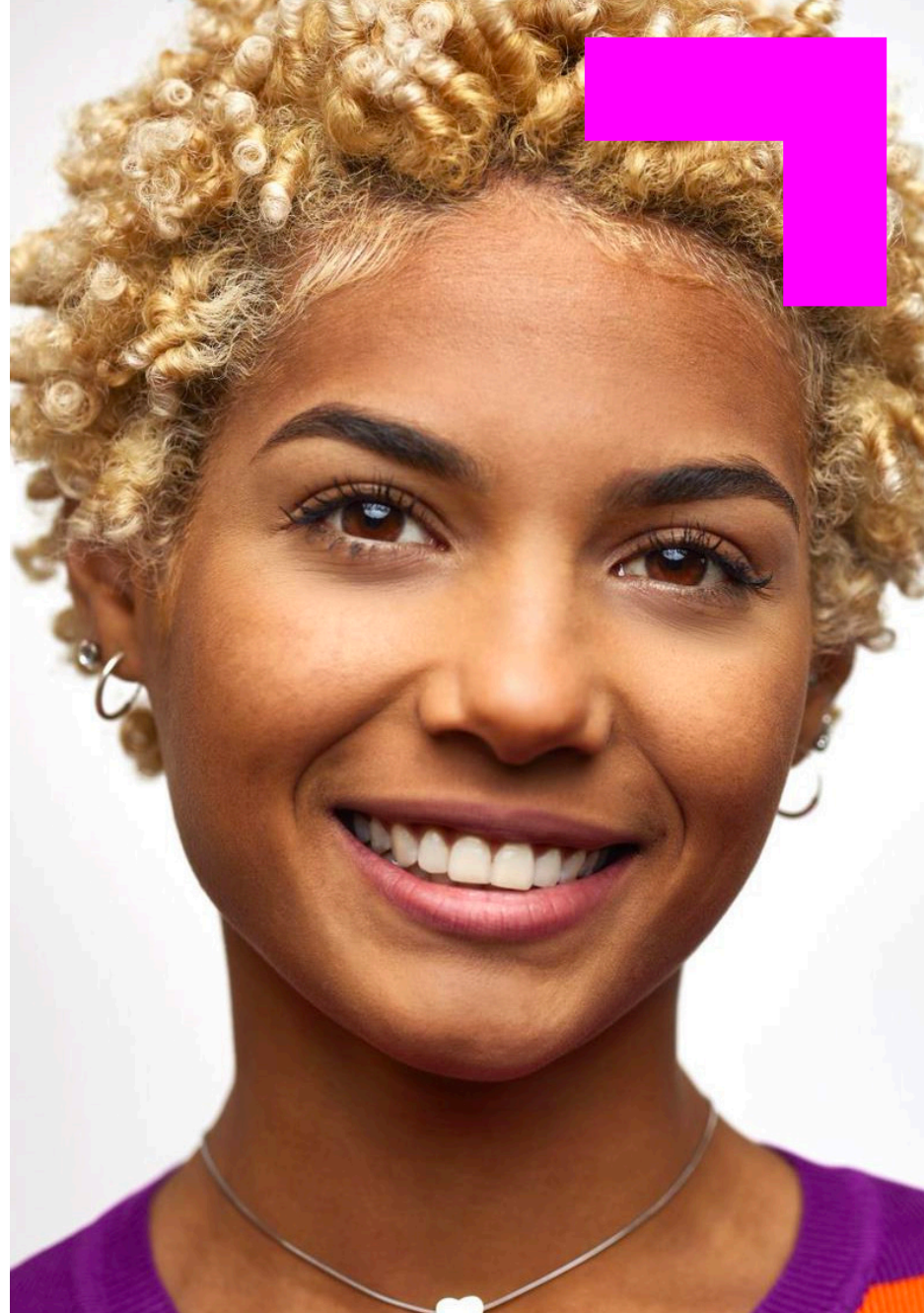
# Genius Text Analytics

Crunch words into numbers

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Customers have already told you everything you need to know, but their answers are all over the place. Over social media, hidden in emails, buried in chat logs, call records and survey responses. Forsta enables you to structure that data and gain insight to measure, understand and act on.

a  PG Forsta company



# Text analytics software

Turn text into actionable insights



## Add a human touch

Forsta pairs AI with living, breathing specialists to give you the most efficient and accurate text analytics available. Your experts work with our analysts to shape the algorithm and guide the AI as it mines for rich insight.



## Let data flow

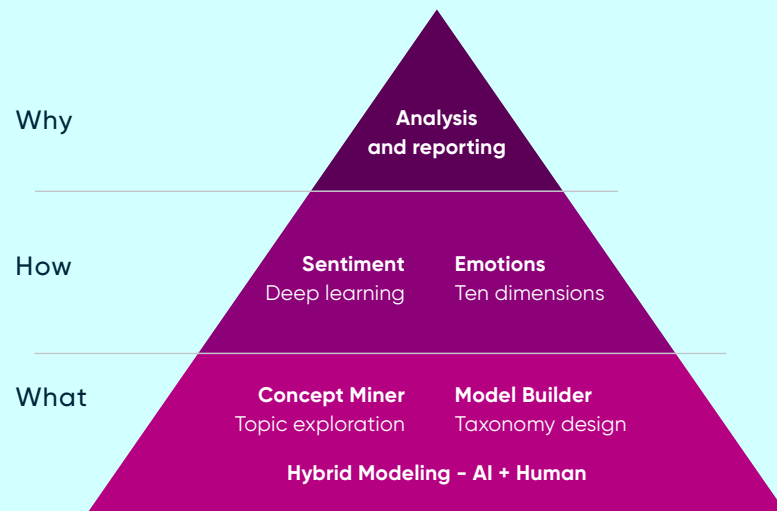
Use any type of unstructured text or speech utilizing the data lake already at your disposal (social media, emails, chat logs, survey responses). Use multiple channels to give you complete understanding of the customer experience.



## A model student

Genius' NLP/NLU methods structure, organize, categorize, and append sentiment to unstructured data of all kinds. Then, it performs additional advanced analytics on top of that such as impact analysis and statistical significance testing. Our hybrid machine learning and human models keep learning to improve accuracy and expand the scope of understanding.

## Our hybrid methodology





## Understand what they're really saying about you

Advanced sentiment analysis gives you a deep understanding of topics and sentiment within mounds of text. Know what's being said, how often and how negatively or positively by the segmentations that matter.



## Slice, dice and deliver in a single platform

A one-stop-shop for analysis and reporting. Use text analytics for Impact analysis, sig testing, crosstabs and a range of exports, plus link insights to actions. Capabilities are native, fully integrated on-platform, may be self-service or full service and are completely customizable and tunable.



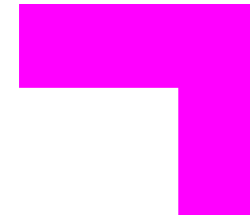
## From saying to seeing

Get fool-proof transcriptions in a flash, across a wide variety of local languages. Near-real-time analysis helps categorize and visualize words as they are spoken.



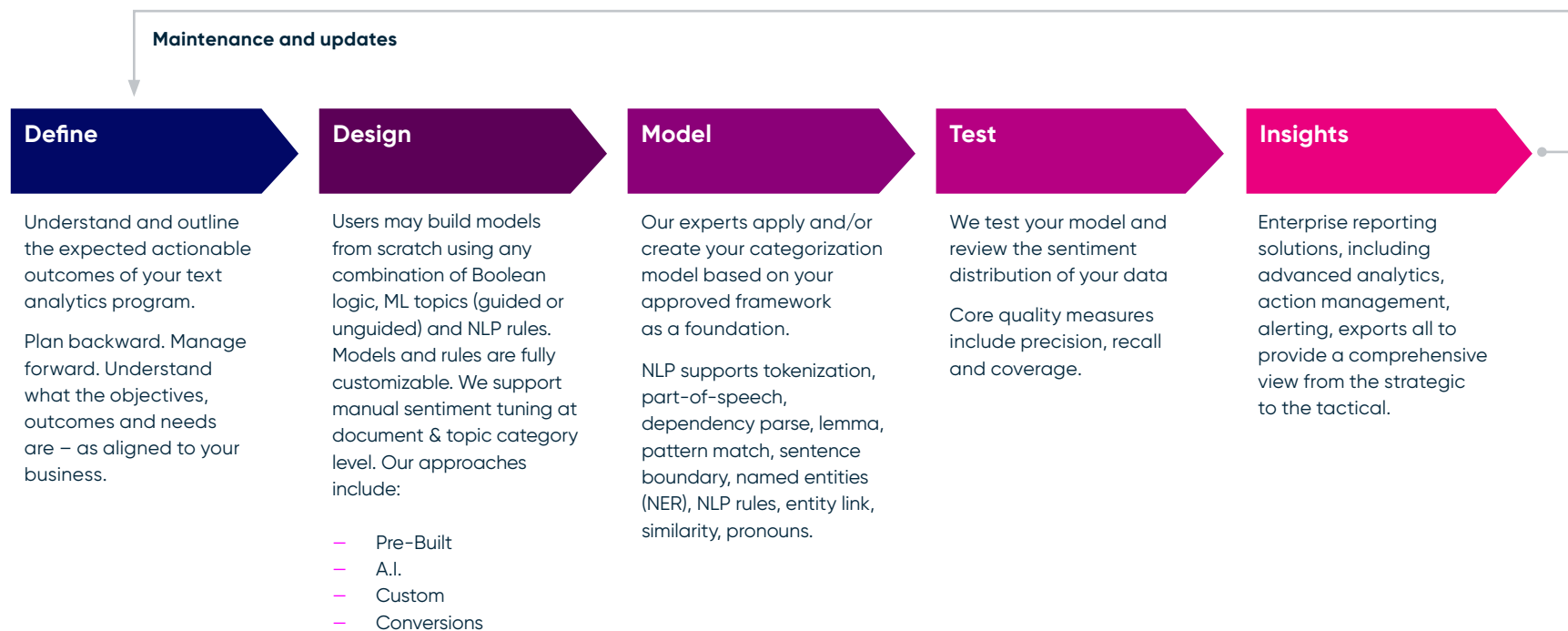
## Actionable, accurate, future proof

Shrink your decision risk with specific, easily applicable insights to drive your business performance. We look ahead to make sure the algorithms can handle whatever comes.



## Getting you to the finish line

Forsta Text Analytics may be completely self-service to full-service or anything in-between.



# What can text analytics be used for?



## Keep your finger on the pulse

Text analytics can be used to monitor term frequency and named entity recognition. This can be used to monitor a brand, term or event.



## Do more with actionable insights

Aligns results to your business strategies and operations to drive actionability with measurable outcomes.



## Get the ideas behind the words

Identify emerging trends, causes and new product/service ideas.



## See the big picture and reduce risks

Boost your results credibility with a comprehensive view. Use text analytics to reduce decision risk by understanding your data.







## Key Features

### Granular sentiment analysis

We apply sentiment, emotion, empathy, effort and intent classifications. A unique 12-emotion segmentation is used to identify the specific emotions present in text, providing a deeper understanding of customer emotions.

### Actionable models aligned with business objectives

Forsta analysts designs and builds models that are actionable and aligned with business objectives using advanced machine learning techniques and powerful rules. Priorities include accuracy, audience understanding, and ensuring future proofing.

### Powerful categorization models

Both AI-powered and custom rule-based options are available for organizing, structuring, and categorizing text from any source. Text analytics facilitates advanced analysis and can be used to prioritize issues based on the impact of customer feedback on your KPIs.

### Flexible and scalable

The system is flexible and can be customized to meet your specific needs. You can choose from a self-service model where you have complete control over the system, a full-service model where our team provides support, or any level of customization in between.

### Accurate, live analytics

Reporting is automatically updated in real-time, as data flows in, ensuring that insights are current.

### AI- or human-controlled (or hybrid)

The system combines AI and human input to provide a balanced approach to text analysis, offering the benefits of both automated and manual analysis for accuracy and reliability.

### Speech analytics

Converting speech to text, categorizing (gender, tone, individual), and analyzing. And get transcripts in double-time, in multiple languages. So you can go from talking to doing.

### Broad or deep analysis

Get a comprehensive view of your data, starting with overall volumes and trends and allowing for deep drill-down analysis to gain insights. You can filter and segment data, as well as tap advanced visualization tools to help identify trends and patterns.

### A model student

Genius' NLP/NLU methods structure, organize, categorize, and append sentiment to unstructured data of all kinds. Then, it also performs advanced analytics like impact analysis and statistical significance testing.



Growing Smarter Together

Forsta, a Press Ganey company, powers an Experience and Research Technology Platform that gathers and analyzes data and translates the findings into shareable actions to inform decision-making and drive growth. Forsta's technology, combined with its team of expert consultants, helps organizations better understand the full Human Experience (HX) of their audiences. Forsta is recognized as a Leader in the 2021 Gartner® Magic Quadrant™ for Voice of the Customer.

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