

SEM Experience Analytics Social Media Implementations



SEM Experience Analytics delivers real sentiment, meaning and trends within social media for many of the world's leading consumer brand companies. OpenMic's solution for social media listening implementations has several distinct advantages that enable brand-driven companies to gain strategic insights and take intelligent action:

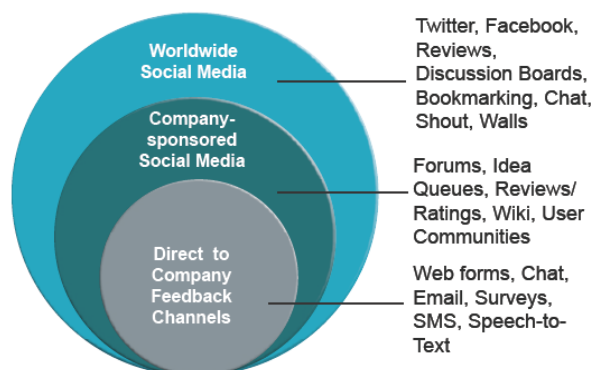
A Multi-Channel Listening System. OpenMic collects, analyzes and reports rich and relevant insights derived from multiple channels of worldwide social media and company-sponsored communities. Your customers are everywhere. Don't you want to be there too?



One System for Strategic Insights and Intelligent Action. OpenMic delivers the complete picture of your customers' voice across social media channels. It will tell you the current information and trends related to sentiment, emerging topics, themes, influencers, and location – in any combination that makes sense for your needs. Need to respond in real-time when a specific complaint is made by a customer? It does that too.

Powered by Advanced Text Analytics. OpenMic is powered by the very best Natural Language Processing (NLP) technology that continuously reads and analyzes all relevant customer comments about your company. The interpretation of sentiment, topic, and meaning behind every text comment is in relation to your specific brand and even takes into account misspellings and acronyms.

Multi-Channel Voice of the Customer Coverage



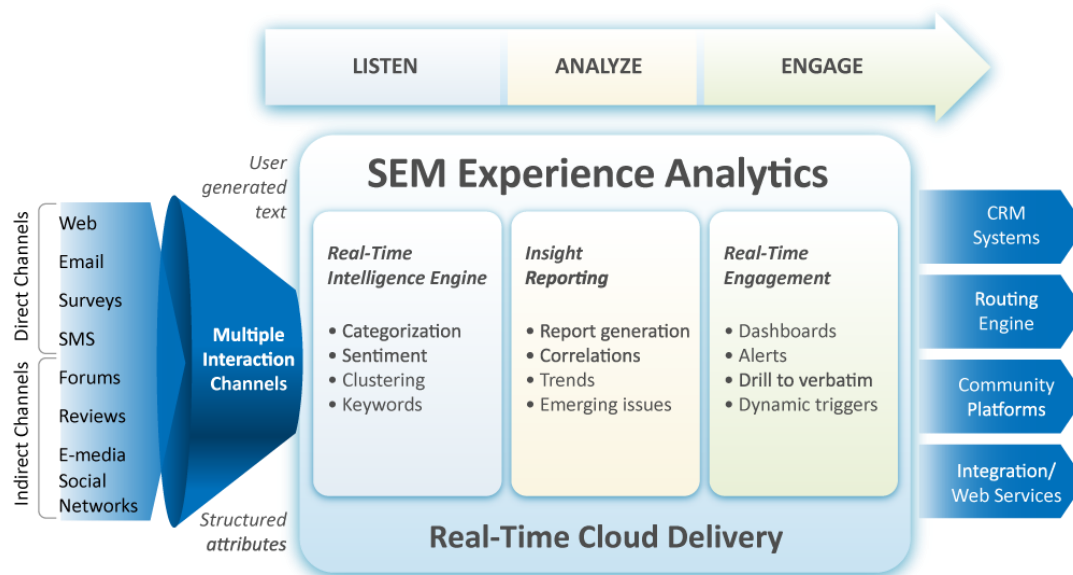
Backed with Professional Services. All OpenMic deployments include ongoing support and consulting services. Our service professionals are all highly trained to understand the technical details of OpenMic along with being versed in the best practices uncovered in 10+ years of helping brand name companies gain valuable insights.

Delivered as a Software-as-a-Service application. We've done all the work for you – created powerful technology with our in-house scientists, integrated enterprise-class business intelligence capabilities, deployed within world-class SAS 70 Type II compliant data centers.

Features

Strategic marketers, customer support, and product managers require more information than high level PR / brand mentions and share of voice metrics to make critical decisions affecting customer experience. SEM Experience Analytics collects text-based user-generated content from all relevant social media sources related to your business and evaluates it for topic, theme and sentiment. Using advanced natural language processing capabilities SEM Experience Analytics gives you realistic and quantifiable insights regarding the voice of your customer, competitive intelligence, and brand perception. Actionable insights that will help you make products people love, deliver service that builds loyalty, and foster relationships that turn customers into evangelists.

SEM EXPERIENCE ANALYTICS FUNCTIONAL FOOTPRINT



SEM Experience Analytics includes four levels of analysis to enable you to spot trends, report key insights, determine root-cause relationships, and detect emerging topics of discussion. First, customizable dashboards provide an at-a-glance view of key trends, changes, and alerts. Second, SEM Experience Analytics includes integrated enterprise reporting capabilities to allow for the creation and distribution of any report from all of your social media data. Third, SEM Experience Analytics provides the ability to conduct root-cause analysis and isolate specific verbatim relating to key issues through our Insight Explorer application. Lastly, Emerging Topic Alerts are generated when SEM Experience Analytics spots a new rising discussion topic or issue that you may not have anticipated.

Collect

Collect text comments and associated structured attributes such as author, source, demographics, web analytics, behavioral or transactional data from any interaction channel. Easy, flexible web services allow continuous input of data streams from any online source. Sources include:

Social Media

- Access over 1.5 million source sites with over 2 billion comments available in a continuously updated database.
- Includes thousands of pre-selected online communities, forums, millions of blogs, and dozens of review sites.
- Directly setup, manage, and access real-time and historical public data within Twitter and Facebook

- Custom agents can be deployed to obtain sources not covered in database including specific review sites, your private communities, and virtually any accessible website.

Categorize

Categories are the terms which describe what a message is about. Our business analysts work with you to create the categories that are most relevant to your business. At the same time, SEM Experience Analytics bubbles up categories from within the data itself. Anything can be a category in the system (issues, topics, themes, concepts, etc.).

Verbatim

I've stayed at the Westin for several times now, and I have never had a bad experience here. The rooms are always very nice, the heavenly bed always a delight, and the showers lovely. It's a great place to stay if you're visiting the city, and you can usually get some good deals on it, especially if you're a Starwoods hotels member. The spa there opened recently, within the past year, and I tried it out on my last visit there. Although not as fancy or big as some other places, the masseuse was very professional, and it was actually one of the best massages I have gotten. I stayed in a junior suite on one of the upper floors, and the views are amazing. The only problem I had was that the room service was a bit cold by the time it got to me.

Attributes

Time/Date: 16:34, 02/02/11
 Hotel ID: WCC01453
 Room #: 0309
 Guest ID: 025678490532



Topics

- Bed Praise
- Pool/Hotub
- Guest Services
- Room Service Issues
- Bathroom
- Television
- Dining
- Price Praise
- Etc...

Discovery

- Sophisticated statistical algorithms automatically discover prominent ideas and topics in the comments.
- Filter any data by any combination of category or attribute.
- Examine specific data sets for topics you want to track and measure.

Sentiment Detection & Calculation

- Phrase-Based Categorization accurately identifies multiple subjects within individual feedback and social media content.
- Sentiment detection and analysis with the industry's only statistically-based text analysis engine that automatically uses linguistics to detect sentiment.
- Net Sentiment Index calculation determines the overall sentiment of any channel, category, or attribute value.
- Categorization of idioms and phrases further ensures high accuracy, i.e. "not good" = Negative Tone.

Category Training

- Highly intuitive machine learning workflow for creating categories.
- Categories and sentiments tuned to specific listening context.
- Double-check workflow for catching errors in human categorization.

Keyword Categories

- Create keyword categories for simple classification.

Category Groups

- Organize categories into department groups for organization and reporting.

Learn By Example (LBE)

- Upload pre-trained categories using existing data from your organization.

Upload Categories

- Copy and paste categories between channels.

Historical Update

- Re-analyze earlier data periods against any new category for long term trending and before/after analysis.

Analyze

Integrated Multi-Channel Insight Dashboard

SEM Experience Analytics includes a unified and highly customizable dashboard across all interaction channels. The dashboard provides dynamic navigation of metrics and charts:

- Category and sentiment metrics.
- Trend lines for estimating downward or upward slopes over time.
- Mouse-overs and drill down to accelerate root cause discovery.
- Adjustable date ranges and thresholds.
- Reports widget with access to favorite insight reports.
- User customizable.
- Continuous daily refresh.

Assigned Tasks

View your open tasks.

Emerging Topic Alerts

Automatically identifies and reports emerging topics and distinct changes in the data.

Volume

Trending measure of overall activity.

Dynamic Drill Down

Advanced verbatim drill down screen to navigate, explore and analyze customer comments across multiple dimensions, including volume, sentiment, category, source, author, and any other attributes.

Top Categories with Sentiment

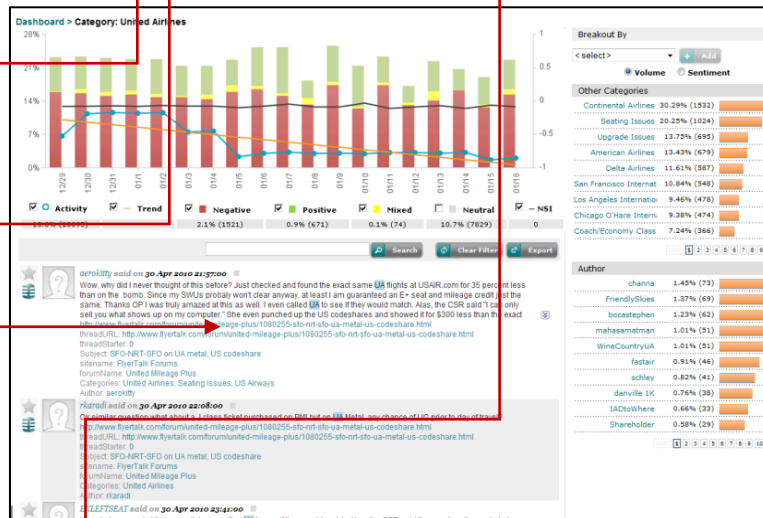
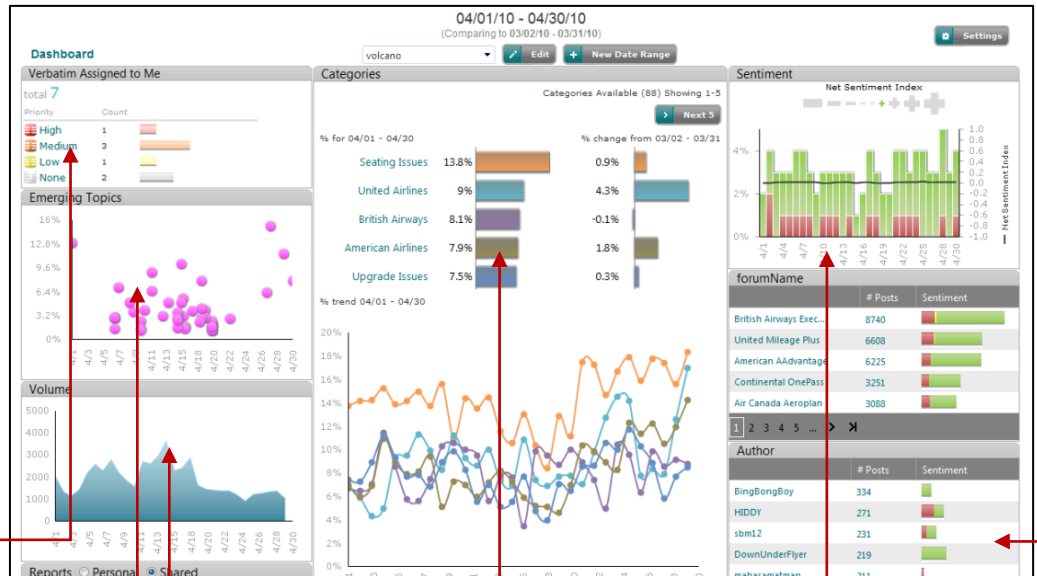
Determine and compare the topics and sentiment expressed in different time periods.

Top Sites with Sentiment

Highlights the emotional tenor of the most important venues for conversation.

Live Links

All data elements have live links to the original posts for engagement and response.



Overall Sentiment
Highlights emotional tenor across all the sources.

Attribute with Sentiment

Presents the volume and sentiment breakout for any selected attribute such as author location, customer ID, demographics.

Advanced Search

Search for specific comments within drilldown view.

Insight Explorer

The screenshot shows the Insight Explorer interface with the following components:

- Navigation:** MONITOR, REPORT, EXPLORE, CATEGORIZE, ACT, COLLECT, ADMIN.
- Header:** Insight Explorer, Explore Set: May Negative Tone | Verbatim: 2036 | Date Range: 05/01/2009-06/01/2009.
- Left Panel (Themes):**

Themes	Volume	Prominence
all helpful satisfied shipping store timely	438 (21.5%)	●
bellsouth checkout newcos ordering prints thank upload	48 (2.4%)	●
ordering photos rep shipping	82 (4.0%)	●
appreciate com pick rep rude timely	144 (7.1%)	●
appreciate email emails photos thank upload	123 (6.0%)	●
4x horrible newco newcos option password store	99 (4.9%)	●
all cart emails everytime newco newcos photos recieved	76 (3.7%)	●
4x att checkout newco shipping	50 (2.5%)	●
checkout customer dissatisfied email frustrating photos	140 (6.9%)	●
- Message Preview:**

Message

I have been trying for hours to upload photos for poster prints that are actually large enough to not have the triangle symbol beside the file BUT it continually fails. NewCo.com just disappears from my computer time and time again!

I had an album in my cart previously that I do not wish to purchase and there is no way for me to completely clear my entire cart so now I have to go through and individually each picture's quantity to 0 which is extremely time consuming and very frustrating.

Hello, This is Sandy Bellomy again. I came back to this site just to see if each 4 x 6 photo had really gone up from \$.09 each to \$.50 each and I am so happy to see it has gone back to \$.09. THANK YOU I must have been doing something wrong (?)

Disappointed that I can't order 3.5x5 prints.

I was wondering why I've been locked in the leagues I was in (League ID 59598). Whereas in another league I was in (League ID 59815) a yahoo player by the name of BOSTON LOBSTAS, Bob C pulled off a bunch of BS trades.

Hi just a quick note to say i think its all fantastic!!!!!!!!!!!!

i have tried for 4 hours to (4 times) to get my pics. i have a large order approx. 350 photos. i get to the page to "proceed to checkout" and the computer freezes up on me every time. is there a limit on how many pics you can get developed at once? i can't find anywhere where it says what the limit is if there is one.

I am ordering a hard bound photo book with the travel theme. I have reviewed it and it has the backgrounds that I want, from the travel theme. When I get to the cart page, it says style: "Playful hearts". I went back and reviewed my book AGAIN and it is the way I want it, in the travel theme. This seems like a disturbing glitch, but I want you to insure me that the book will come out in the travel theme. If I get it and it is wrong, I will send it back. I have ordered 2 books from you before and they were great. Please email me at mitz009@verizon.net. Thank you.
- Right Panel (Charts):**
 - Subtotal by Attribute:** browser
 - Top branch:** Akron, Rochester, Buffalo, Albany, Camden
 - Top recommend:** 0, 10, 1, 3, 9
 - Top browser:** Internet Exp...

Powerful Tool for Root-cause Analysis

The Insight Explorer enables you to systematically explore specific sets of verbatim for meaningful topics, commonly used language, and other insights. This powerful workflow tool lets you quickly and intuitively isolate the set of verbatim that describes a significant issue or topic underlying a category trend.

- Full data set creation capabilities including filters for specific dates, sentiment, categories and attributes.
- Filter data sets allowing creation of targeted exploration sets that enable root cause analysis using clustering technology, word clouds, and search tools.
- Navigate word clusters to recursively refine data sets, extract cues and features, and highlight specific verbatim.
- Automatically calculates and displays correlations between clusters/verbatim and structured attributes like demographics or segmentation.
- Flag content or export to Excel.
- Export data sets for print publication.

Powerful Report Creation and Distribution Workflow

On-demand report creation and distribution allows business users flexible access to insight data.

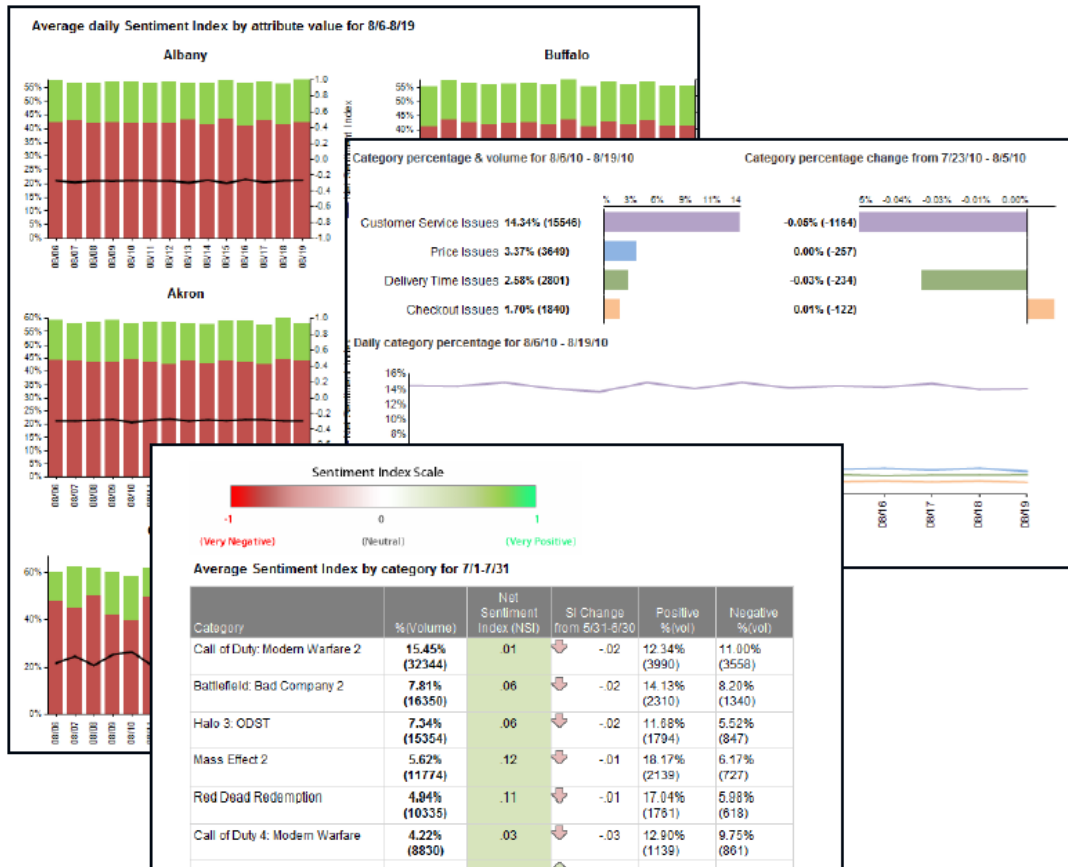
- Create, save, share, and schedule parametric data warehouse reports.
- Unlimited users and reporting per implementation.

The screenshot shows the Report Manager interface with the following components:

- Navigation:** MONITOR, REPORT, EXPLORE, CATEGORIZE, COLLECT.
- Header:** Report Manager, Report Manager > Create New Report, Choose your report type.
- Report Types:**
 - Category:** Attrition Risk 13%, Errors/Bugs 10%, Service Issues 8%, Service Praise 5%, Too Expensive 2%.
 - Sentiment by Category:**

Category	Sentiment
Website	-.72
Service	-.24
Ordering	-.15
Price	.52
 - Multi Date Category:** Attrition Risk, Q3 09 17.5%, Q2 09 19.2%, Q1 09 12.3%.
 - Category Group:** Marketing 13%, Customer Care 10%, Products 8%, Sales 5%.
 - Attribute:** Browser, Firefox 12%, IE 7 9%, IE 8 7%, Chrome 4%, Safari 2%.
 - Sentiment by Attribute:**

State	Sentiment
CA	-.62
NY	-.24
WA	-.15
TX	.52
 - Multi Date Attribute:** Age=20 Somethings, Post Launch Day 15.7%, Launch Day 17.4%, Pre Launch Day 16.6%.



Advanced Insight Reports

On-Demand Data Warehouse Reporting

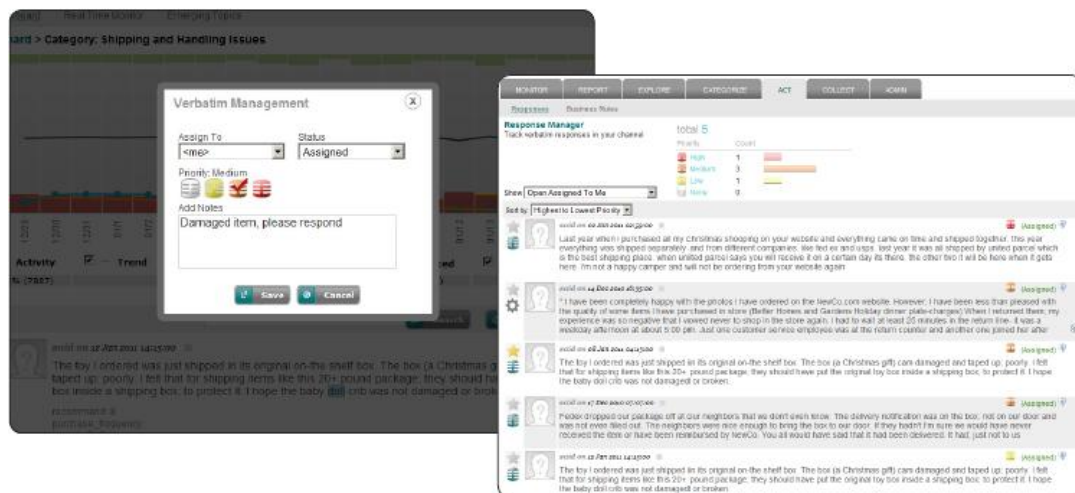
- Simple and advanced filtering for deep analysis by source, category, sentiment, customer, and other variables.
- Provides instant visibility into sentiment by theme, topic, product, service, author, region, source, type, or any other data entity tracked by SEM Experience Analytics.
- Examines how sentiment has changed from a prior period, and how it is trending over time.
- Enables dynamic navigation and drill down to verbatim comments mapped to sentiment.
- Drill down to actual scored verbatim.
- Print, export, schedule, and email.

Data Export

- Get access to the categorized and scored verbatim for feeding into your own internal reports.
- Synchronize SEM Experience Analytics insights with CRM, web analytics and transactional data sources for a comprehensive view of customer experience.

Act

SEM Experience Analytics includes a comprehensive suite of methods to operationalize the insights distilled from customer listening.



Engagement Workflow

SEM Experience Analytics' engagement workflow enables you to intelligently identify, flag, assign, annotate, and route social media content and direct-to-company feedback for accurate and timely resolutions.

- Filter by topic, sentiment, date range, and other criteria.
- Prioritize and annotate verbatim for efficient collaboration.
- Route and assign internally through SEM Experience Analytics, or externally to other business units, departments, and organizations via email.
- View and access assigned items from the SEM Experience Analytics dashboard "Assigned Verbatim" widget.

Advanced Business Rules

The API out allows you to publish collective metrics from the system, route specific verbatim regarding a topic, author, or other attribute to your social media team or engagement application. Advanced business rules let you automatically respond to individual comments, feedback or text with acknowledgement, alerts, offers, etc.

Working hand in hand with the Web Form Builder is a comprehensive Business Rules Engine. You can customize the automated response to a web form submission based on the meaning and the sentiment of the customer communication.

- Using categories and attributes you can redirect web forms and survey submissions.
- Instantly provide dynamic offers and other engagement actions based on categorized content.

Robust Web Services Methods

API out enables publication of charting and graph data outside the SEM Experience Analytics application. These APIs can be used to build chart widgets with 3rd party tools, connect to CRM systems or other BI reporting engines. SEM Experience Analytics includes web service methods for:

- Category/Attribute Totals.
- Category Values by Attribute.
- Attribute Values by Category.
- Sentiment Index Score.
- Sentiment Index Score by Category/Attribute.