

# Text Analytics Evaluation Case Study

Tom Reamy  
Chief Knowledge Architect  
KAPS Group

<http://www.kapsgroup.com>

Author: Deep Text

## Project Overview

- Large telecommunications company wanted to build a text analytics foundation – multiple applications
- Application – analyze customer support notes and sentiment analysis of phone forums
- Application: what are customers saying, early warning of product issues, insight into the why behind customers actions
- Application – direct business value, not productivity gains
- Two taxonomies – Motivation and Action, not subject
- Wild content 50,000 badly written notes a day

## Evaluation Process & Methodology

- Start with Self Knowledge
  - Think Big, Start Small, Scale Fast
- Eliminate the unfit – from 20 to 2
  - Filter One- Ask Experts - reputation, research – Gartner, etc.
    - Market strength of vendor, platforms, etc.
    - Feature scorecard – minimum, must have
  - Filter Two – Technology Filter – match to your overall environment and capabilities – Filter not a focus
  - Filter Three – In-Depth Demo – 3-6 vendors
- Deep POC bake off – what works with real content and real business needs
- Expose critical weaknesses.

## Deep Text Analytics Learnings

- Process led to the selection of the right software
- No one vendor has it all, fragmented market
- POC - create foundation for multiple applications
  - Create catonomies, learn by doing
- Understand effort level to build solutions
- Understand what can be done with text analytics
  - Full range of capabilities
  - Variety of possible applications: e-Discovery, fraud detection
- Developed new ideas for products – behavior prediction