

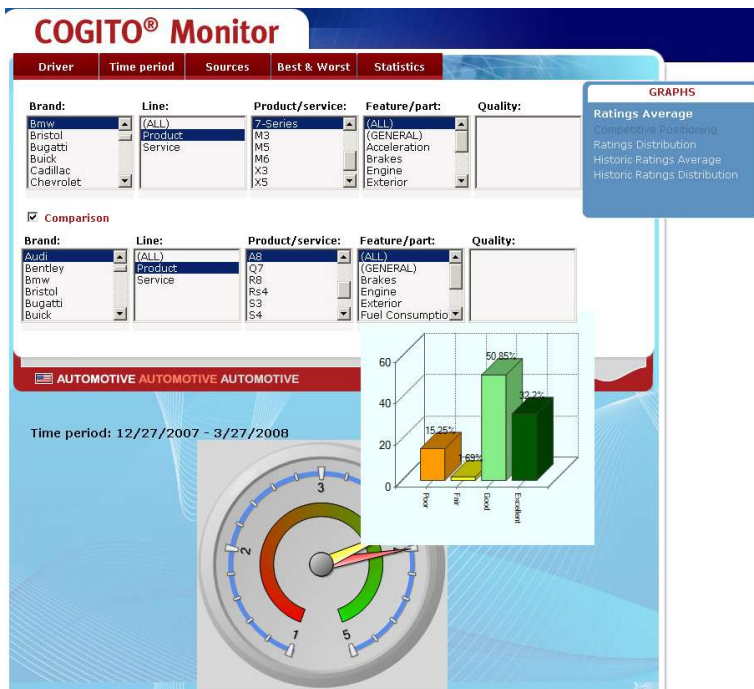
COGITO® Monitor

The 'Voice of the Customer' Comes Alive

Cogito Monitor is the leading technology for the automatic detection and analysis of customer sentiment in blogs, forums and social media, and the real time processing of statistical reports on the “voice of the customer”.

Cogito Monitor provides very high levels of reporting precision and detail with the use of semantic technology that recognizes, reads and automatically understands the opinions expressed by users as they relate to companies, brands, competitors, products, and services.

In short, Cogito Monitor is able to measure, tally and graph customers' feedback about your company's products and services – from millions of web pages and posts in review sites and consumer forums.



Cogito Monitor research outcome comparing BMW flagship product 7-Series car with Audi flagship product A-8. Customers rate the 7-series slightly higher on average.

Benefits

Cogito Monitor opens a window on the world of direct and constantly changing customers' opinions.

It offers:

- the extraction of strategic value from on-line information;
- the ability to tabulate and graph to low levels of detail – from brand down to individual product, or even product features and attributes;
- the ability to categorize opinion, for example to provide insight into views on price, service or quality;
- a flexible platform that addresses various workflows, processes and costs that vary by managers and specialists;
- no software to be installed and no need to implement endless customizations.

For marketing, sales, planning and general management professionals Cogito Monitor is accessible via the web as a service. Monitor allows professionals to intercept and analyze all the signals, feedback and insight left by consumers on the web.

Traditional search tools only find the presence of specific words (keywords) but do a very poor job of discovering a customer's opinion. Cogito Monitor uses semantic processing to understand the underlying conceptual meaning of a customer's opinion.

The depth of understanding and insight provided by Monitor is equivalent to more traditional focus groups and surveys but without the time and expense. Additionally, Monitor provides constant updates in time that identify “tipping points”, viral marketing waves or other fast moving trends giving companies the opportunity to respond with a competitive advantage.

COGITO®

Main functions of Cogito Monitor

Monitoring sources

Allows automatic monitoring of any web site, increasing the number of the most relevant sources (e.g. web sites, blogs, forums, social networks). Sources can be segmented by industry or other categories and distributed via portals.

Extraction of information

Identifies the most relevant concepts, interprets the meaning of the texts and extracts, with the precision that only semantic technology can offer, the information useful to strategic decision support.

Analysis and classification of contents

Classifies the information extracted from the monitored sources, therefore assigning to each text a specific category according to its subject. For example the comment:

“I’m dissatisfied with the attitude of the shop assistants at CompanyX”

is identified as an opinion about the politeness of the staff and, together with other similar comments, will contribute to a global view of customers’ opinions about any of the company’s retail outlets.

Sentiment detection

Assigns each comment automatically to one of five levels (e.g. Very Good, Good, Fair, Poor, Very Poor) according to the sentiment expressed.

Reporting

Provides real time reports from extracted data. The reports available as standard include: average sentiment rating, distribution, history, comparisons with other brands/products.

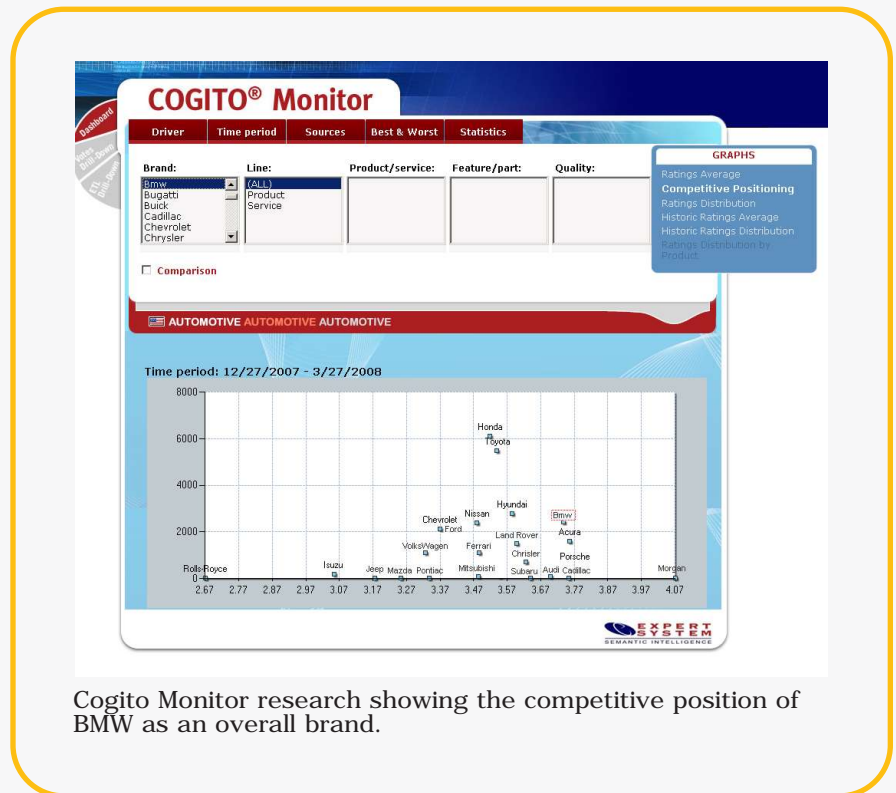
Flexible visualization of data

The data can be viewed in two different modes:

- A dashboard to compare and contrast information: from the opinions expressed towards products and services of a selected company, to the absolute sentiment towards a company or its products and services, from the instant generation of graphs for a given time range, to comparison with competing companies or products.
- Drill-down capability, to investigate data at different hierarchical levels: starting from the automatic extraction of the main information directly from the text flows (companies, products, services, geographical places, etc.) through greater levels of specificity, ultimately down to the original text if the user wants to view actual sample posts.

Expert System

Expert System is the leading provider of semantic software, which discovers, classifies and interprets text information. All Expert System products, which are based on the patent pending technology Cogito®, leverage the company’s expertise in the development of business solutions for the primary markets (i.e. Automotive, Consumer Electronics, Oil & Gas, Media, Mobile, etc.) and support the activities of Knowledge Management, Customer Care and Intelligence. Worldwide customers include Eni Group, Pirelli, ANSA, Telecom Italia, Microsoft, BNP Paribas, the Italian Ministry of Defense, and the Ministry of Interior Affairs.



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