

AI TRANSFORMATION TALES

Formulate
Personalized CX
with **Intelligent
Sentiment
Analytics**



BACKGROUND

Our client, a renowned electronics and communications giant, approached Aspire Systems to embark on a digital transformation journey. The company faced challenges in analyzing sentiment analytics from video, audio, and feedback sources. They sought a reliable solution to directly derive insights from these sources and ensure accurate sentiment capturing for consistent and efficient output.

With our deep understanding of sentiment analytics and digital transformation, we proposed a tailored solution to revolutionize our client's approach. Following are the major challenges highlighted by the client's business team:



BACKGROUND

- The client's dependency on manual methods to analyze sentiment from video and audio content could have led to inefficiencies and inconsistencies
- Lack of access to or invested in advanced sentiment analytics tools or technologies
- Ineffective data integration across various sources, such as feedback forms, videos, and audio recordings, hindered the client's ability to correlate and derive insights



THE SOLUTION

Our AI/ML experts began the project by performing the discovery and due diligence process to understand the pain points and possible opportunities for innovation and growth. Then, they analyzed the client's technological landscape and data for more clarity. To address the client's challenges and objectives, our engineers designed and implemented a comprehensive solution leveraging advanced technologies in video, audio, and text analytics. Following are the key actions our experts worked on and demonstrated to the client:

- **Video analytics:** Employed OpenCV and deep learning techniques to extract emotions from the video content. By segmenting the video into five-second intervals, our experts captured and analyzed emotions expressed by users. This granular analysis provided a distribution of emotions over time, allowing them to identify sentiment shifts and correlate them with user engagement metrics.
- **Audio analytics:** natural language processing (NLP) and transliteration techniques were used to process and analyze audio scripts in multiple languages. Gained insights into user reactions and preferences through extraction of emotions and sentiments from audio. Then, our experts combined these insights with user hit/drop metrics to understand the impact of voice-over scripts and identify areas for improvement.
- **Feedback and comment analytics:** Leveraged NLP and the Lexical Vader sentiment analysis tool to process and analyze text-based feedback and comments. This helped capture sentiment expressed in written form, providing valuable insights into customer satisfaction and areas requiring attention.

Finally, we delivered a robust sentiment analytics solution that offered consistent and efficient insights. The solution helped the consumer electronics company make data-driven decisions, improve customer understanding and enhance their products and services.



TECHNOLOGY SNAPSHOT

- ML/DL Algorithm
- NLP
- OpenCV
- Deep Learning
- Various sentiment analysis tools



BUSINESS BENEFITS

- Clear and granular understanding of user sentiments without any hassle
- Impactful Audio Insights
- Enhanced Quality Assessment
- Data-Driven Decision Making
- More targeted and engaging content





Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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