# Revinate switches to Lexalytics text analytics

## Company
Revinate

## Industry
Hospitality &
Hotel Management

## Products and Services
Revinate Reputation™
Revinate Surveys™
Revinate Marketing ™
Revinate Engage™

## Website
www.revinate.com

## Social
@revinate

## Objective

Revinate helps hospitality providers reinvent the guest experience. More than 30,000 leading hotels around the world rely on Revinate to analyze consumer feedback and measure their online presence. This level of demand calls for a powerful text analytics solution that can be tailored to the hospitality industry.

Revinate wanted to analyze the content of online travel reviews and social media content, but both of these text sources are notoriously complex and difficult to decipher. Initially, Revinate employed another provider to implement text analytics. As the company grew, the Revinate team found themselves seeking performance optimization and scalability. For a high quality performance solution they knew they could grow with, Revinate reached out to Lexalytics.

## Solution

Revinate needed to ensure a smooth switch over to Lexalytics on a tight deadline. Working with the Lexalytics Professional Services team, Revinate successfully and easily ported all of their customizations into Semantria:

- Over 2,700 categories
- 200 topics for hotels
- 100 topics for restaurants
- in 9 languages

Despite the daunting scale of the project, Revinate achieved the transition within deadline and with little disruption to their customers. Today, through their Semantria implementation, Revinate gives their customers the ability to measure consumer sentiment in key categories through the hospitality industry: rooms, staff, service, food, and more. Revinate's users can even create lists of custom topics, follow trending topics as they evolve, and compare sentiment scores across multiple organization-specific metrics.

## Less than 6 weeks
Integration time

## 260,000+
Documents processed per day

"Our priority was a seamless launch with little disruption in quality for our customers. The support from the team at Lexalytics was outstanding; they made a very complex project seem simple. We thought we knew a lot about text analytics already, but they gave us an education that took our understanding to a whole new level. With their partnership, we met our goals on time, delivered the best possible product, and were set up to ensure continued success."

**Matt Zarem**

Senior Director of
Product at Revinate

LEXALYTICS
Read ● Between The Lines