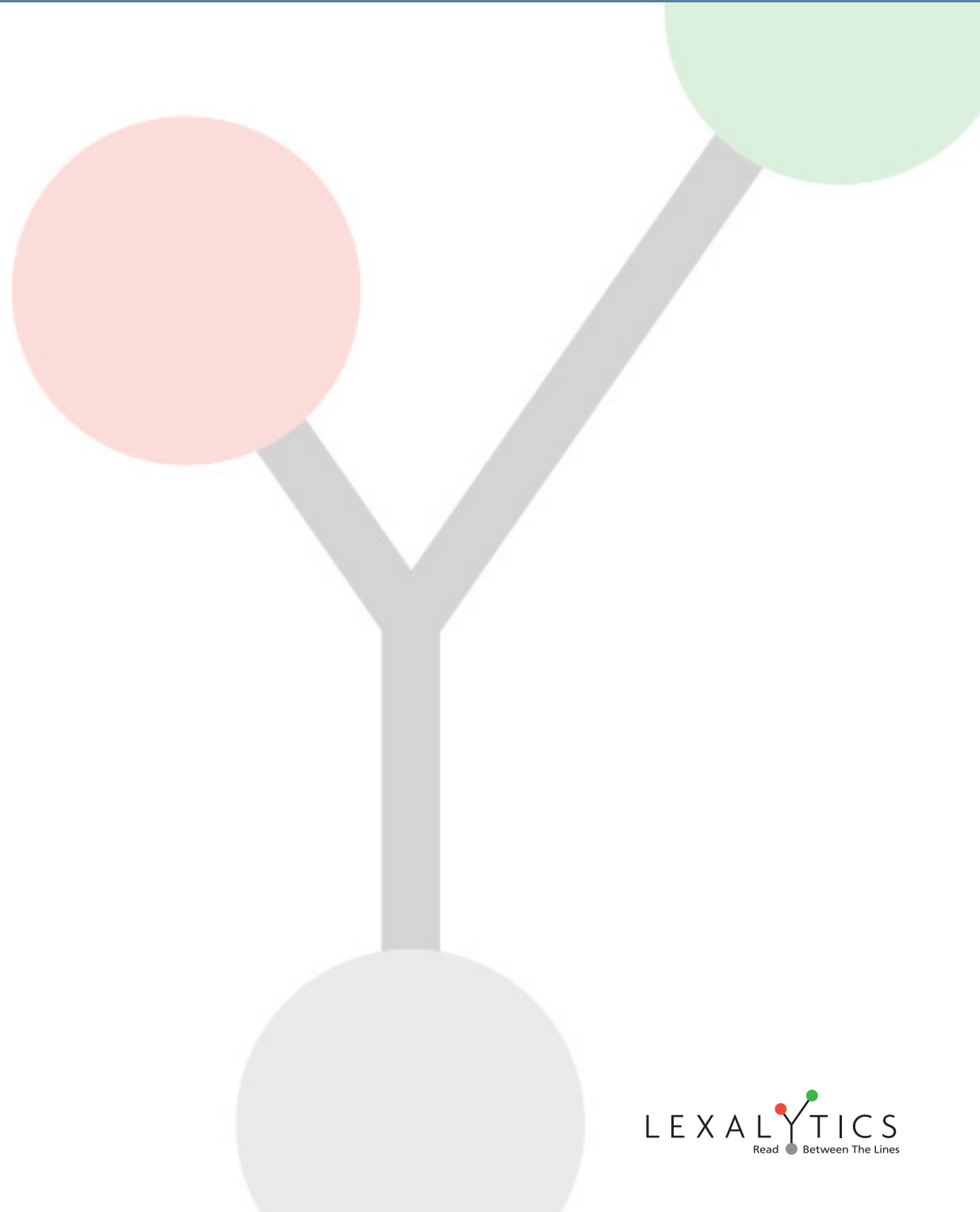


Intentions

Whitepaper October 2015





With our most recent update at Lexalytics, we've re-worked our internals, **including the implementation of the "Syntax Matrix™" – a computationally efficient way of doing something fancy that you probably don't care about.**

What you DO care about, however, is that this new bit of tech now allows us to release a brand new feature: the **identification of "intentions" within content**, i.e. "will this person buy, quit, or recommend?"

Let's see how this benefits you in practice:

Suppose in your scores of customer reviews, a bunch of customers posted "I bought the new laptop yesterday, but I don't like it. It keeps crashing on me (I think it's a hardware issue). I'll be returning it tomorrow."

Your run-of-the-mill text analytics will easily extract basic information, including that the sentiment is "negative," the object is "laptop," and categorize into something like "errors" for crashing if so configured.

Our supercharged text analytics can now take the analysis one step further: it's capable of revealing that the customer bought the laptop, but now intends to "return" or quit it.

Uh oh. You just discovered that due to the crashing issue, you are going to lose a customer. Better start replacing parts to resolve the problem!

But on the bright side, you can now dig to the root of the problem and analyze your data like never before.



The current list of intention types includes: quit, buy, sell, or recommend. We are investigating other intent types, and would love to hear from you if there is a particular type of intent that you want. A document can provide multiple intent types, for example: “Hi, I am considering buying an iMac. I’ve been a PC user for my whole life. With that being said, if I don’t like the Mac can I return it? Thanks,-Jim” will generate “I” “buy” “iMac” and “I” “quit” “it”.

Intentions are interesting because they can be used directly to develop new revenue streams, find leads, defend current revenue streams (by rapidly identifying potential customer churn), route social media support requests, along with many other possibilities.

Other text mining systems use simple keyword analysis to indicate the presence of intent based on the presence of a word like “buy”. With our new Syntax Matrix™, we’re able to identify intent without being restrained to a keyword list. Equally importantly, we extract all the necessary information to make a business decision on that intent so that you can take immediate action.

For example:

“I’m going to go buy the new Flotsam 5000 when it’s released on Wednesday.”

The consumer (“I”) is expressing an intended action (“buy”) with respect to a particular item (“Flotsam 5000”).

A full intention consists of a speaker, the type of intention and the object of their intention, but Saliency will also extract intentions that only have a subset of the possible pieces. In this example:

“Jealous!! I’m going to get mine this weekend.”

There is no direct reference to what the purchaser is intending to buy, but it is clearly a “buy” intention and Saliency will report “I” and “buy” even without a “Flotsam 5000” being mentioned.

We have spent a lot of time adding machine-learning models to filter out intention-seeming things that aren’t intentions for our primary intention types of “buy”, “sell”, “quit”, and “recommend” – so, for example “I didn’t buy his story. Did you buy his story?” doesn’t intend intent at all, but a keyword approach will often be confused by this.



Here's just a few examples of what you can do with intentions.

Lead Generation

Find customers who have announced their intention to buy a product that you can supply

Find potential customers who are in the research stage and provide them with the necessary information to make an informed buying decision

Decrease customer churn

Use the "quit" intention to identify customers at risk of leaving and intervene before they do.

Route support requests based on a combination of intent and sentiment to resolve high impact cases faster

Understand reviews better

The star rating just shows how they feel in general. What are they actually recommending?

Advertising targeting

Better understanding of intent leads to more relevant advertising – get them into your sales cycle immediately



Lexalytics new Intention extraction functionality provides immediately actionable information to drive more business and reduce customer churn. Our intention solution is superior to any other solution on the market because of a rich mix of configurability and filtering that provides high-quality results with all the information that's necessary to determine exactly what the customer wants.



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