



*Lexalytics is the industry leader in transforming unstructured text into usable data and insights.*



*Data analyst teams around the world use Lexalytics solutions to drive business intelligence programs across a wide range of industries.*

# Lexalytics Intelligence Platform

**TELL POWERFUL STORIES FROM TEXT DATA.  
SHARE INSIGHTS AND DRIVE BUSINESS GROWTH.**

The Lexalytics Intelligence Platform is a complete business intelligence tool for data analyst teams. We provide all the tools you need to gather, process, analyze and visualize text data in all its forms: integrated and custom data connectors, feature-rich natural language processing, easy configuration tools, intuitive analytics dashboards, and more.

The Lexalytics Intelligence Platform is the only business intelligence tool built from the ground up to tackle the unique challenges of unstructured text. We combine natural language processing with artificial intelligence to reveal context-rich patterns and insights within comments, reviews, articles, emails, surveys, contracts, and other documents.

Use our platform to discover who's talking, what they're talking about, how they feel, and why they feel that way. Then drive business growth by delivering clear, useful recommendations to engineering, marketing, PR, and support teams.

## ADD-ONS & OPTIONS

- Additional User Seats
- Machine Learning Micromodels
- Pre-configured Industry Packs
- Private/Hybrid Clouds
- Language Packs

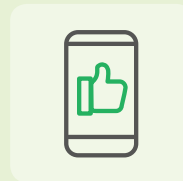


### Voice of Customer

Good customer experiences drive 6-14x greater lifecycle value and up to 55% greater retention.<sup>1</sup> Analyze and visualize to see exactly what customers want, in their own words. Increase revenue and reduce churn by taking direct action to improve experiences.

### Voice of Employee

Replacing one employee can cost 200% of salary, and hundreds of thousands of dollars or more.<sup>2</sup> Uncover the factors reducing productivity and driving employees to leave. Understand how employees feel, why they feel that way, and what you can do to reduce turnover.



### Social Media Monitoring

People send 350,000 tweets per minute<sup>3</sup> and post nearly 750,000 Facebook comments every day.<sup>4</sup> This is a rich seam of data, waiting to be mined. Use our natural language processing to understand the conversations surrounding products, brands, companies and services.

[lexalytics.com/applications](http://lexalytics.com/applications)

<sup>1</sup> <http://www2.bain.com/infographics/five-disciplines/>

<sup>2</sup> <https://www.peoplekeep.com/blog/bid/312123/employee-retention-the-real-cost-of-losing-an-employee>

<sup>3</sup> <http://www.internetlivestats.com/twitter-statistics/>

<sup>4</sup> <https://zephoria.com/top-15-valuable-facebook-statistics/>



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## Customer Testimonials

« We chose Lexalytics over its competitors thanks to the mix of service, price, ease of use, and their Language Packs. »

Brandtix

— *Shahar Fogel,*  
CEO/Vice President  
Product, BRANDTIX

« Great support, good product, and great people to work with. »

— *Mudaser Yaqoob,*  
Customer Success Manager,  
RESONATE SOLUTIONS



### Gather

Connect your databases, warehouses, or other sources of text data. Upload through our intuitive wizard, create and manage document collections, and run new analyses in minutes.

### Process

Use our feature-rich natural language processing to transform your unstructured text into structured data. Plug in our pre-built industry packs or use our easy configuration tools to tune for your industry's unique words and phrases.

### Analyze

Build and customize intuitive analytics dashboards to tell powerful stories from your text data. Show who's talking, what they're talking about, and how they feel. Then drill down to explore why they feel that way. Visualize topics by sentiment polarity, volume versus sentiment for themes over time, sentiment-colored word clouds, and more.

### Act

Share insights across engineering, marketing, PR, and support teams. Improve collaboration by aligning on key metrics, trends, and ideas. Drive business growth by making better-informed recommendations and taking action to build better products, market more effectively, improve experiences, and more.

**INTERACTIVE DEMO:**  
[lexalytics.com/platform](http://lexalytics.com/platform)

## DATA INGESTION TO VISUALIZATION



Entities



Themes



Categories



Intentions



Summaries



Sentiment

