

Up to 80% of actionable data exists in the form of unstructured text – in online news, reviews, surveys, customer feedback and on social media.

If organisations understood this data better, they would benefit from: a metrics-based knowledge of customer experience; real-time monitoring of brand, products and services; and accurate insight of changing market trends.

Businesses could also take advantage of early access to new opportunities, better strategic decision-making and, crucially, the ability to benchmark against competitors.

CGI SOLUTION OVERVIEW

CGI's **Text Analytics Services (TAS)** is a holistic, one-stop-shop advisory solution for organisations that want better insight into the market and customer sentiment about their brands.

CGI's TAS helps organisations to derive meaningful insights from unstructured data, combining CGI's industry expertise, technical know-how and proven advisory methodology.

To deliver TAS, CGI uses **Wordnerds'** award-winning **text analysis** and **insight platform**. Wordnerds combines cutting-edge Natural Language Processing (NLP), Artificial Intelligence (AI) and machine learning with old-school linguistics to surface insight.

CGI consultants set up, configure and train the AI to deliver meaningful and easy to comprehend reports which provide new insight on topics that matter to clients, like **customer experience**, **brand perception** and **competitor intelligence**.

Using our service, organisations can start realising the right business outcomes faster. Our solution extends beyond sentiment analysis, to deliver **regular, tailor-made insight reports** for organisations, enabling them to become truly customer-centric.



OUR OFFERING IS FOR YOU IF YOU ARE LOOKING TO ADDRESS ONE OF THE FOLLOWING:

- Customer satisfaction & sentiment
- Brand perception
- Competitor insight
- Customer complaints
- Service improvements

BUSINESS BENEFITS

- **Meaningful insights** and contextualization based on data provided by the AI analysis
- **Informed decision-making** using accurate data and in-depth insight allowing you to get closer to your customers
- Ability to find new ways to improve **brand perception, customer service & customer experience**
- **Relevant industry and organisational insight** – we embed CGI industry expertise into the AI for a wider understanding of changing market trends
- **Time and cost savings** - you don't need to upskill staff to analyse data; we do this for you and provide targeted and relevant reporting.

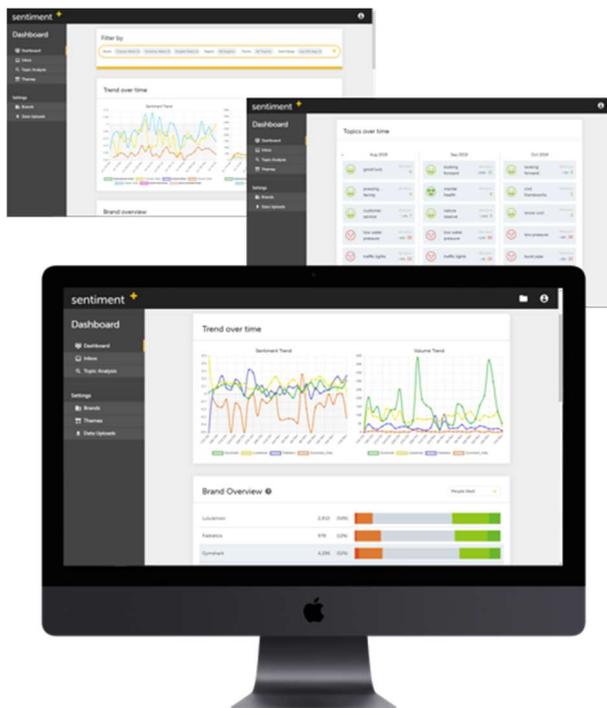
WHY IS OUR SOLUTION BETTER?

- **Accuracy** - our AI capability understands the nuances of language much better than other
- **Customised** – our analysis and insights are tailored to your needs, not pre-existing templates
- **Flexible, scalable and recurring** service – we can fit your needs
- **Data driven** – we can combine different sources of data to enable you to make data based decisions

SERVICE SCOPE & APPROACH

We deliver **accurate and relevant insight** that improve **strategic and tactical decision-making**, following a proven approach:

- **Agree** - Initial meeting with client to agree brands, competitors, and themes of focus
- **Configure** - Configuration of the relevant data source(s) to ensure the data set that is being drawn upon is relevant to meet the insight needs
- **Contextualise** - Application of contextual information relevant for the client into the insight, based on the brands, competitors and themes of focus
- **Generate** - Operation of the Artificial Intelligence platform and development of periodic reports for the client
- **Investigate** - Investigation into the reasons for sentiment results, trends and differences (e.g. across competitive landscape), where appropriate and possible based on data available
- **Calibrate** - Calibration of the AI to ensure continuous improvement in the relevance and applicability of future results, specifically for the client.



ABOUT CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. Operating in hundreds of locations across the globe, CGI delivers an end-to-end portfolio of capabilities; from strategic IT and business consulting to systems integration and managed IT and business process services, to intellectual property solutions. CGI works with clients through a local relationship model complemented by a global delivery network to help clients achieve their goals, including becoming customer-centric digital enterprise

For more information visit cgi.com/uk, or email us at enquiry.uk@cgi.com