



## Mining for Meaning – Customer Listening with AI

In today's complex communications landscape, it is important to be responsive to changing views and events. In the context of customer listening, Mining for Meaning refers to the systematic analysis of customer feedback to gain valuable information on customer needs. Patterns and trends can be identified using text analysis and NLP techniques.

Artificial intelligence (AI) and AWS services help by enabling efficient analysis of large amounts of data. Skaylink has developed a processing pipeline that analyzes millions of texts every day and provides valuable insights. Organizations can identify risks early and adapt their communication strategies, products and services to meet customer needs. As a result, they can improve the customer experience.

### How does the Processing Pipeline work?

1. Identification of relevant sentences: The pipeline identifies sentences that are relevant to you.
2. Sentiment analysis: The pipeline determines the sentiment (positive, negative, neutral) of the identified sentences.
3. Topic analysis: The pipeline extracts various relevant topics (e.g., sustainability, innovation) from the sentences. These topics are predefined parameters for the analysis.
4. Various AI models are used to provide high-quality analysis.

### Your benefits

By combining artificial intelligence with powerful AWS services, you can analyze communication streams and gain valuable insights. Through the identification of relevant sentences and the analysis of both sentiment and topics, you can respond to risks and adapt your communications in a timely manner. Skaylink's Processing Pipeline provides an efficient and scalable solution for analyzing millions of texts and customer opinions. Gain a clear competitive advantage in the strategic and operational management of communications.

### Why Skaylink?

- Expertise, experience and creativity for over 10 years
- Holistic approach to data processing and data management
- 95% of the work that goes into a machine learning project has nothing to do with machine learning at all. It is more about building stable and reliable data pipelines that we have been building and running reliably for years.
- Best practices from 10 years of successfully implementing AI and data pipelines
- Stable and reliable IT solutions

