
Best Practices in Text Analytics and Natural Language Processing

Marydee Ojala 28 Speed Reading on Steroids

At one point in my life, I was entranced by the possibilities of speed reading. Just think, being able to get through the assigned chapters in my textbooks in minutes instead of hours, with the added benefit of complete comprehension of difficult concepts. It was more realistic than the idea of putting the textbook under your pillow and hoping the words would get into your brain by osmosis as you slept. I could point to several bad exam results to prove this doesn't work...

Robert Selvaraj, SearchBlox . . . 29 5 Ways Text Analytics and NLP Provide Insight in a Pandemic

Before the pandemic, about 15% of U.S. employees worked from home and only some of the time. By the middle of April, half of U.S. employees were doing all of their work remotely. Today each employee's home is a little data silo, complicating information sharing and data discovery...

Daniel Vasicek 30 Text Analytics and Natural Language Processing
Access Innovations, Inc.

If we are given a document, what information would we like to have about that document? We would like to have a bit more than the title, author name, and date of publication. For example, we might like to know the important concepts and entities discussed in the document? A thesaurus can help us condense all of the different ways (synonyms) of expressing concepts into a set of standardized concepts. How coherent is the document? If there are a great many wildly different concepts in the document, then it might be less coherent...

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5 Ways Text Analytics and NLP Provide Insight in a Pandemic

By Robert Selvaraj, CEO, SearchBlox



Robert Selvaraj

Prior to starting SearchBlox in 2003, CEO Robert Selvaraj was a leader at Valtech, Mimecast and Grassroots Group (now part of Blackhawk). "From day one our mantra has been 'Search is simple,'" he explains. "We want to make search less complex to deploy and manage, while simultaneously making it more powerful and capable."

Before the pandemic, about 15% of U.S. employees worked from home and only some of the time. By the middle of April, half of U.S. employees were doing all of their work remotely. Today each employee's home is a little data silo, complicating information sharing and data discovery.

Humans can't keep pace with the volume and velocity of data this pandemic is producing. But text analytics using natural language processing (NLP) can help. Let's take a closer look at how NLP helps us keep up—and even get ahead—as distributed teams working through the coronavirus crisis.

and context well enough to identify new patterns and recognize vocabulary that pre-pandemic models couldn't or might incorrectly identify as outliers. Think about how a "positive" test result is now a negative, Zoom is a verb, and "pandemic" is more than a typo.

3. Text analytics and NLP enable bots to converse with users. According to the marketing experts at Hubspot, chat volume for its 70,000+ customers has steadily risen week-over-week since the pandemic began. The week of July 27, for instance, Hubspot customers engaged

4. We have way more questions than answers right now. One of our customers, the World Health Organization, for instance, saw a 10X increase in search traffic on their site in the first month of the pandemic. NLP helps people search for information they don't fully understand, whether it's about the virus, the Paycheck Protection Program (PPP) or private learning pods. Intelligent search using NLP "understands" implicit intent, forgives misspellings and fetches connected content, providing more relevant results even if the user doesn't know exactly what they're looking for.

5. Text analytics and NLP boost productivity. Before the pandemic, enterprise employees spent an average of 1.8 hours every day searching for the information and data they need to do their jobs. Now that they're physically separated from teammates and collaborators, it's probably more. That's not only terribly inefficient, it's a horrible employee experience. And now that lines between home and work are blurrier than ever, your teams want the tools they use to do their jobs to be as intuitive and helpful as the ones they use in their personal lives.

They expect answers that are:

- Relevant like Google's search engine results pages (SERP)
- Insight-driven like Amazon's recommendation engine
- On-demand like Spotify's personalized playlists
- Convenient like Apple's Siri

During Microsoft's quarterly earnings call in April, CEO Satya Nadella said: "We've seen two years' worth of digital transformation in two months." As that rapid transformation forces you to consider new data sources to discover important insight, start your search with text analytics and NLP. ■

SearchBlox builds intuitive and intelligent insight engines based on open source technologies.

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Natural Language Processing IN THE ENTERPRISE

use cases	technologies	solutions
Customer Service Employee Support Info Dissemination	Natural Language Processing (NLP) Natural Language Understanding (NLU) Deep Learning Content Extraction Security	Chatbots Voice Assistants Question Answering Enterprise Search Recommendations

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This image illustrates how various technologies can help organizations process high volumes of data, turning text into actionable insights.

1. Text analytics using NLP simplifies the process of analyzing complex structured and unstructured data from many different sources, including email, websites, customer surveys and social media. It's important to note that as much as 80% of your data is unstructured. Imagine the insight you're ignoring if you don't tap into that!

2. Machine learning models built with pre-COVID data are of limited use to decision makers today. Text analytics powered by NLP understands linguistic ambiguities

in 64% more chatbot conversations than pre-COVID averages.

Why? Chatbots offer a better employee and customer experience in a crisis because:

- They don't sleep.
- They're on duty 24/7.
- They're patient: They don't mind answering the same questions all day long.

They allow you to scale customer and employee support.