

## ai4 sentiment analysis for pega

Gain priceless business insights from large data sources such as Twitter, Facebook, data lakes etc.

### REAL-LIFE INSIGHT FROM SOCIAL MEDIA / BIG DATA

ai4process Sentiment Dashboard helps businesses gather, learn, and use unstructured data available on social media or other large data sources to help them understand the feedback/sentiment about their products or services.

Large unstructured data feeds are analysed according to a predefined subject, trend or #keywords, and that data is then extracted real-time into the Pega dashboard for sentiment analysis. The extraction can also be scheduled at regular intervals or on-demand.

### DATA CAN BE PRESENTED FROM MULTIPLE SOURCES

The data can be gathered from multiple sources, such as different Twitter feeds or from regulatory sources, presented according to the organisation's specific requirements by leveraging Pega's sophisticated dashboard capabilities.

### AUTOMATED CUSTOMER INTERACTION

ai4process Sentiment Analysis extracts positive, negative, and neutral sentiments and uses advanced features of the Pega platform such as the NLP, AI and adaptive analytics so that automated feedback can be provided to social media users.

### HELPS ENSURE REGULATORY REQUIREMENTS

Matching and validating social media feeds with regulatory data sources, for example, Pharmacovigilance Adverse Events databases such as FAERS, helps highlight potential compliance breaches and allows organisations to take proactive action to avoid regulatory fines and reputational damage.

Contact us at [info@ai4process.com](mailto:info@ai4process.com) for further information

### the challenge

In today's increasingly digital society, the proliferation of data means it can be difficult to gauge the true sentiment of an organisation's customer base so that informed strategies can be defined, and intelligent fact-based business decisions can be made

### the solution

ai4process Sentiment Analysis allows vast quantities of data to be analysed and sophisticated dashboards can be created to slice and present the data according to an organisation's needs

### the benefits

- Gain deep insights into customer sentiments to drive informed business decisions
- Help meet regulatory commitments by taking proactive action on potential compliance