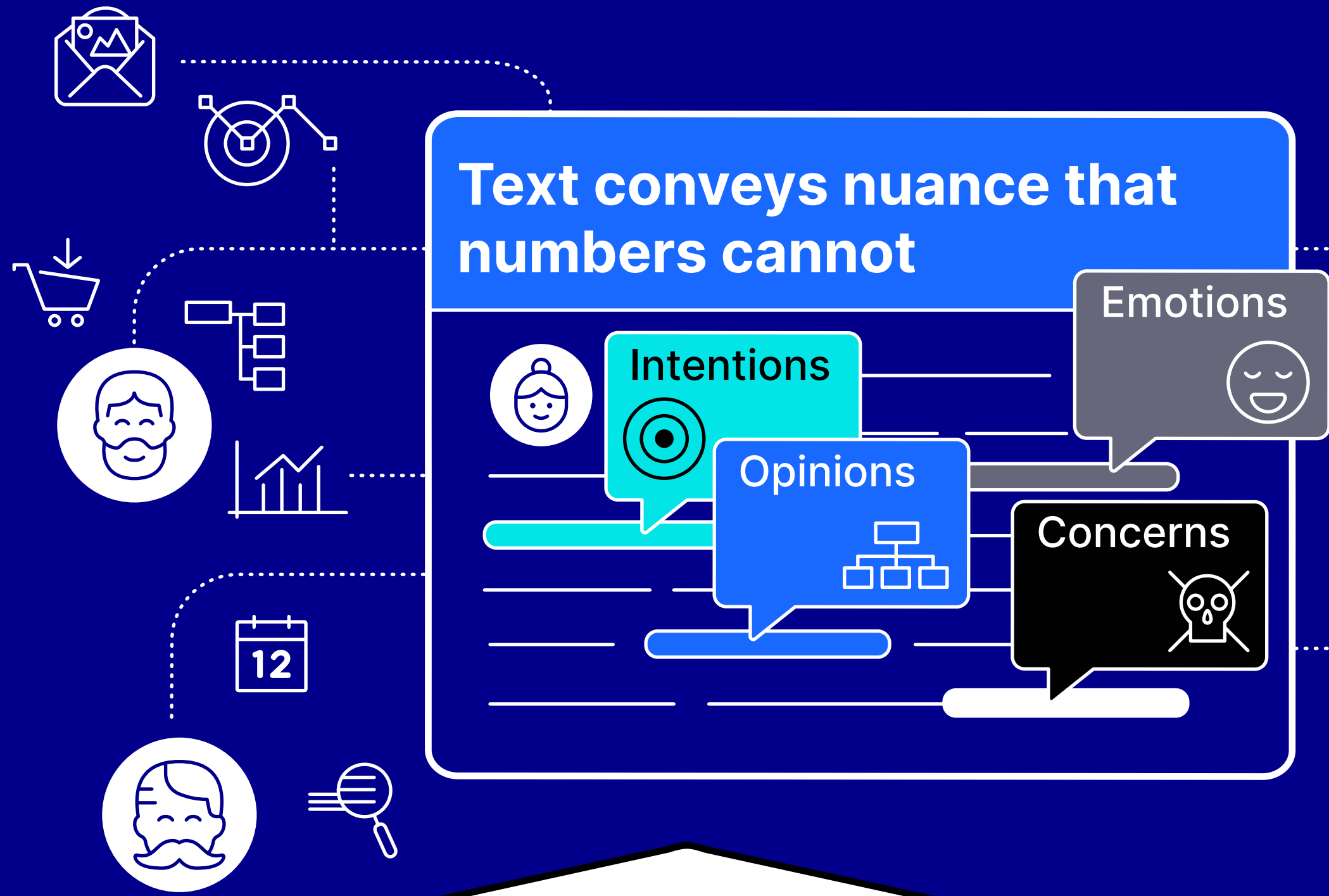


Uncover customer insights with text mining

Pull hidden sentiment, emotion and intent out of unstructured content and into the light.



The problem

Customer insight is boxed in

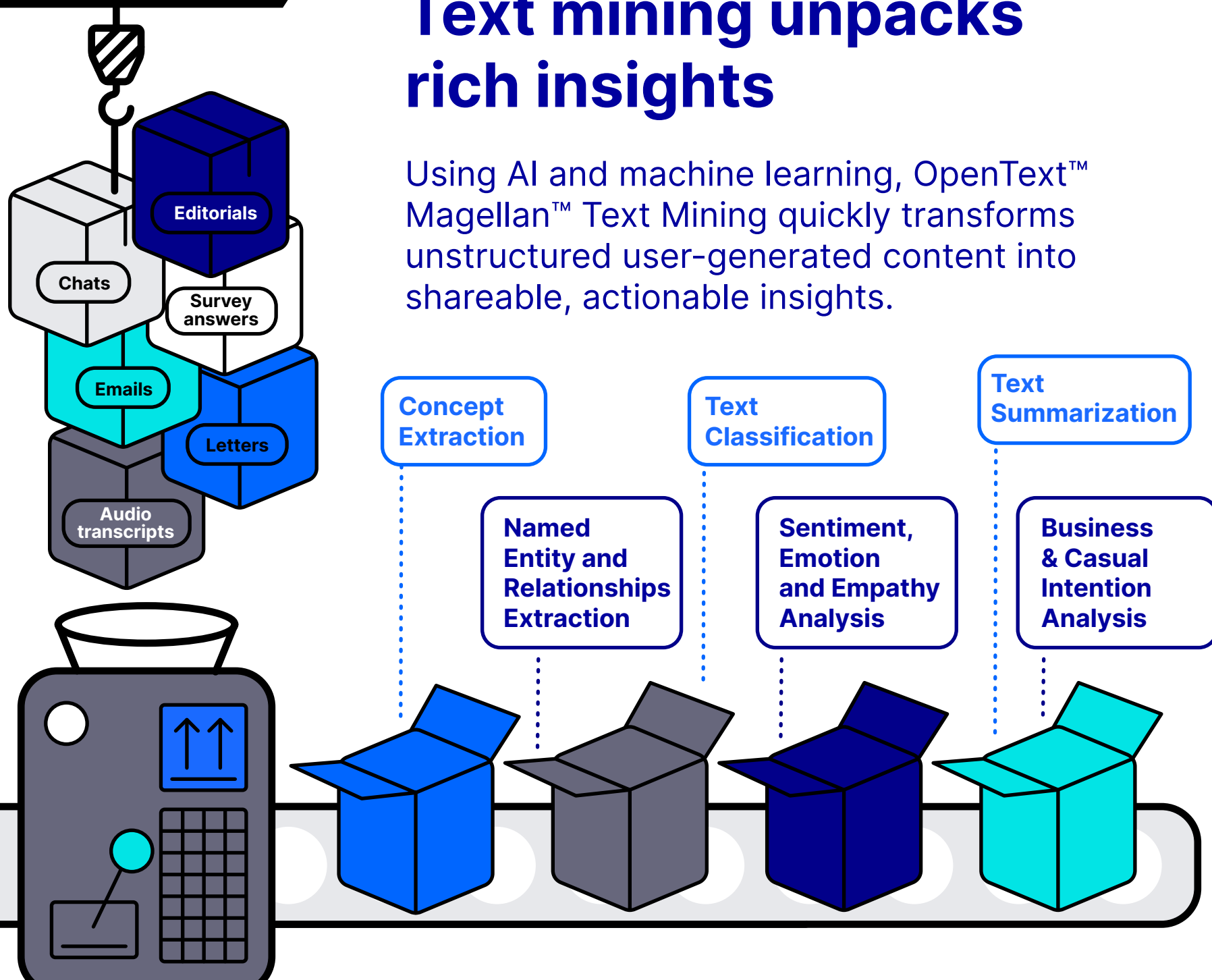
Organizations have a mountain of unstructured text-based content, but extracting insights manually is...

- Inefficient
- Time-consuming
- Expensive
- Unscalable

The solution

Text mining unpacks rich insights

Using AI and machine learning, OpenText™ Magellan™ Text Mining quickly transforms unstructured user-generated content into shareable, actionable insights.



- Intelligent Routing and Escalation
- Trend Monitoring
- Opinion Analysis

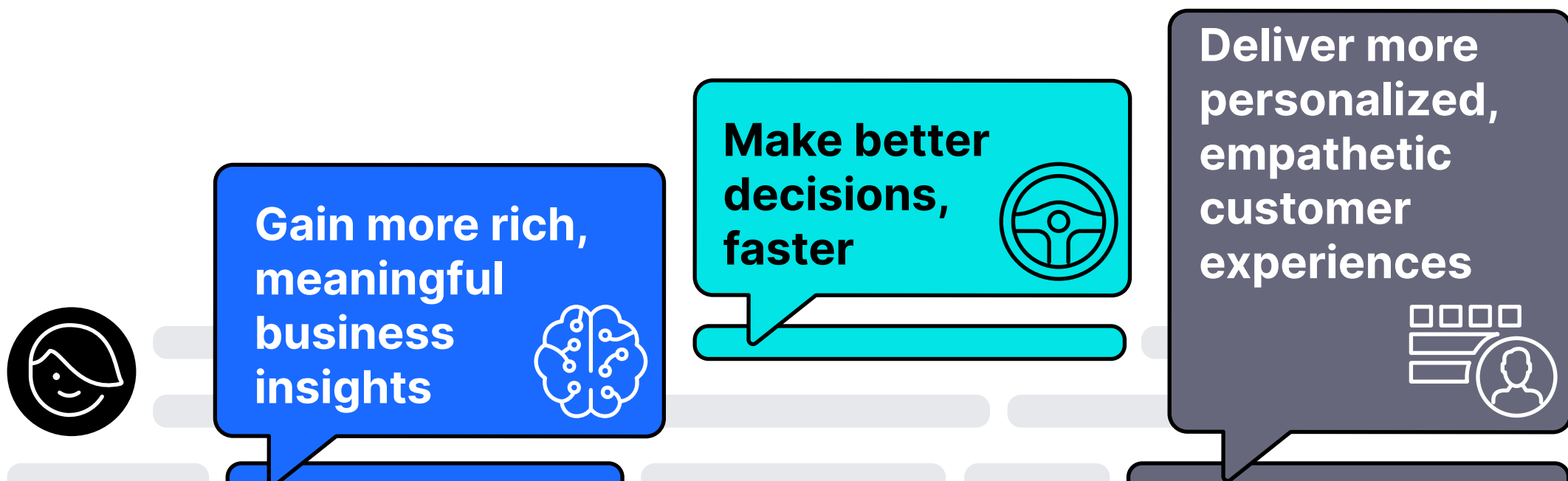
The result

Magellan Text Mining uses machine-learning and natural language understanding (NLU) techniques to:

- separate subjective and objective statements
- assess positive or negative tonality and the reasons behind it, and
- relate topics and concepts detected in content with underlying emotions, intentions and concerns.

Quickly understand opinions, spot trends and take action

Organizations can clearly see the context and information locked inside high-growth unstructured content at scale. This guides them to do the right thing—from intelligent routing/escalation, to formulating highly empathetic answers, to identifying product issues and more.



Get a complete understanding of customer-, citizen- or employee-generated content, fast — with **OpenText Magellan Text Mining**