

用于社交聆听和数据分析 SAAS 自然语言处理业务





SAAS

该公司是一家软件即服务公司，成立于 2010 年，2011 年在巴塞罗那成立。

该公司特别注重自然语言处理，专门为非技术用户构建非结构化数据。

得益于功能强大、用户友好的仪表板和分析师团队，该服务可提供社交数据方面的成功经验。

从扫描网络到使联络中心具备全渠道功能和文本浓缩功能，他们为大数据新时代提供社交聆听服务和工具。

区别

– 蜘蛛：软件内置的蜘蛛可在 facebook.com、instagram.com、tiktok.com 和 linkedin.com 上进行搜索，这样他们就能进行所有对话，并避开这些社交网络 API 目前的限制。他们还为客户提供临时刮擦服务。

– 整理：为每位客户配备一名专门的数据分析师，负责管理搜索查询和数据清理。

无论客户的专业水平如何，这都能确保数据质量始终保持在较高水平。

事实上，大多数客户甚至不希望看到查询，他们会委托专家团队进行查询，并对数据质量放心。

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支持：数据管理员是直接分配给每位客户的支持代表，因此他们的账户始终有一位负责人负责，该负责人对账户的所有情况了如指掌，可以在客户所在的时区通过电子邮件、聊天或电话与他们取得联系。

– 服务：可能是唯一拥有自己的数据分析团队的社交聆听工具，他们利用客户的知识来生成所需的定性报告。

有时，甚至雇用他们的机构也会雇用报告，因为他们提供的报告更便宜，而且分析质量高。

产品

– 主要产品：Dashboard 是一款简单易用的分析工具，为非技术用户提供实时数据。

– 辅助产品：电视屏幕上的无辅助关键绩效指标流、基于受欢迎程度的网站排名、与 Zendesk 等票务服务的连接器，以及即将推出的新产品 “Social Plus”（一种仅适用于自有渠道的廉价产品）。

– 自动情感、语言、性别、影响和类别分配。

– 基于模板的自动提醒和报告，可根据用户需求进行定制。

– 先进的索引功能可在仪表板上添加新的提及内容。

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轻松添加来自任何来源的客户私人数据（满意度调查、焦点小组或访谈结果、客户历史

TARGET PRICE

EUR 1,000,000

GROSS REVENUE

EUR 881,000

EBITDA

EUR 136,000

BUSINESS TYPE

软件和 SAAS

COUNTRY

西班牙

BUSINESS ID

L#20230523

记录（客户关系管理）、事件历史记录（帮助台）、企业电子邮件）。

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