

## SOLUTION SUMMARY

MoodAnalyzer™ is Magnifact's **patent-pending, Natural-Language-Processing-based solution** that measures customer sentiments across social media feeds, review sites, consumer blogs and additional web sources. This intelligent solution allows organizations, its divisions, affiliates, franchises and global branches to monitor their customers' sentiments and take action based on available and predictive information.

A cloud-based solution, MoodAnalyzer™ is ideally suited to any B2C business in the marketplace, be it Insurance, Retailers, Airlines, Casinos, Retail Banking, Stores, Car Dealerships, Mortgage/Consumer Finance companies, Restaurants & Franchises, Hospitals and Medical Services - you name it. Our **intelligent and flexible** solution works across any industry where consumers interact with businesses, providing feedback on public sites.

## KEY FEATURES

- **NLP-based real-time sentiment analytics** from Social Media and other sites
- **Real-time view of core business drivers** across local, national and global geographies
- **Analytics on sentiment trends** internal and external to the business
- **Analytics on relative performance** across client locations or against competition
- **Immediate alerts** on negative feedback for attention and action
- **Impact analysis** of changes to demographics, business and competition
- **User engagement analytics** with ability to view posters with the most followers
- **Predictive behavior analytics** with internal data correlation
- **Prescriptive recommendations** for guaranteed outcome
- **Risk mitigation suggestions** to mitigate business impacts
- **Cloud-based, monthly subscription** – No long term contracts
- **PDF/Excel/CSV formats** for report generation, email and integration with Enterprise systems
- Information delivered to your **computer, tablet or smartphone** through responsive screens

## KEY BUSINESS BENEFITS

- **Empower your business** with 24x7, latest customer mood information on your mobile and tablet
- **Resolve customer issues** before they become service-level breaches, saving money and reputation
- **Leverage social information to predict behavior**, and receive do-and-don'ts suggestions
- **Influence the Influencers** through targeted campaigns
- **Increase market share** by analyzing competitor sentiments and informed positioning.

### ABOUT MAGNIFACT®

Magnifact® will be your DataIntelligent™ partner to transform your data into actionable information and deliver successful outcomes. We will provide you the highest level of information innovation through our compelling offerings founded on our deep domain expertise and technical capabilities. Backed by over 600 professionals across Chicago, Dallas, India and London, we bring you the best solutions and expertise you can find in the analytics area.