

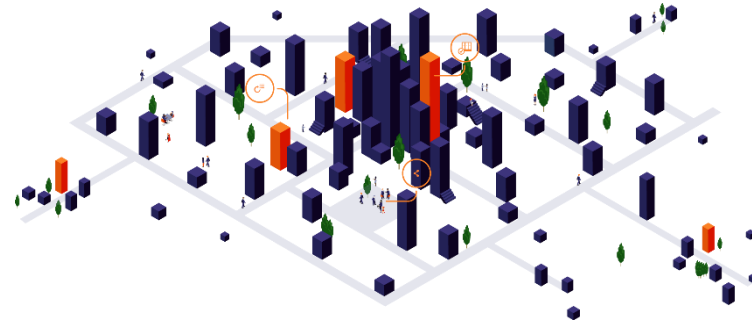


Make better decisions by turning textual data into actionable insights





Who we are



Thanks to a unique blend of **symbolic AI** and **deep learning**,

Proxem develops **NLP Software Solutions**
that help companies **make better decisions**
and **act more efficiently**

by **analyzing what people write** about them
and **turning textual data** into **actionable insights**

Proxem Key Figures



2015

2016

2017

2018

2019
(expected)

monthly recurring revenue growth

10

years old

25

Languages Available

30

Scientific Publications

60+

Loyal Customers

+50

%



Text Analytics

Transform textual information into statistically exploitable data

Text Mining / Text Analytics is the process of deriving high-quality data from text. High-quality information is typically derived through the devising of patterns and trends through means such as statistical pattern learning and evaluating and interpreting the output.

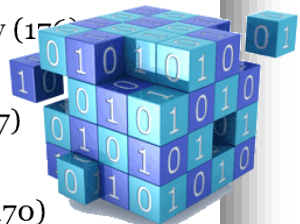
Well i've had good service I like the customer service people.
They respond quickly and accuretly. I've never had any problems.
Great Company. I've never had any issues with them. Sales
respreasentive is very helpful and personable. The



Entités nommées

Satisfaction – Timeliness
Satisfaction - Service
Satisfaction – No Problems
Satisfaction – Product
Satisfaction – Customer Service
Service and personnel
Satisfaction – Brand
Customer Journey

- ✓ Global perception (475)
 - › Service quality (333)
 - › Professionalism - Reliability (11)
 - › Quality of the relationship with
 - › Proximity (6)
 - › Monopoly (4)
- ✓ Customer relationship (425)
 - › Reactivity - Efficiency (212)
 - › Customer service quality (110)
 - › Communication quality (59)
 - › Competency (47)
 - › Listening - Availability (26)
 - › Kindness (23)
 - › Reachability (7)
- › Price - Invoicing (396)
- › General - No opinion (361)
- ✓ Product (199)
 - › Product quality (176)
 - › Security (20)
 - › Product offer (7)
 - › Tracking (1)
- › Order - Delivery (170)
- › Commercial service (110)





3 solutions in one single Software Suite

Proxem Knowledge



Information Extraction and Knowledge Mining to improve your information management and processes

Proxem Insight



Sentiment Analysis & Opinion Mining to better understand and serve your customers and employees

Proxem Dialog



Customizable bots to improve customer experience with conversational agents and virtual assistants

A software suite accessible for business users and technical profiles



Decision Makers

- Explore textual data to identify actionable insights and measurable KPIs



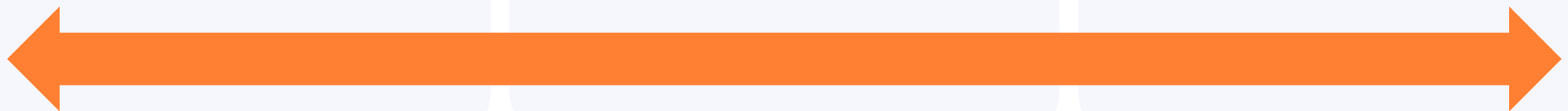
Analysts & Data Scientists

- Swiftly build custom semantic models thanks to AI-powered recommendation engine



DevOps & IT

- Build and deploy a scalable & secure NLP platform thanks to comprehensive APIs





Collect

Proxem's technology aggregates all your information onto a multi-source, multi-lingual & multi-topic software solution



Native analysis of over 25 languages including French, English, Italian, Portuguese, German, Dutch, Chinese, Italian, Japanese etc.



Sources :

- Surveys (NPS, CES...)
- E-mails and contact forms
- Web and social listening tools
- Audio discussions (speech to text partner)



ROI of Customer Experience Analytics



Decrease attrition risks



Increase NPS scores



Optimize client segmentations



Increase profits



Make faster, better informed decisions



Identify and maximize new commercial opportunities



Share important information across the business



Close the loop



Weak signal detection

Sales
Opportunity
Identification



Risk
Anticipation



Quality
Improvement

Emerging
Trend
Detection





Proxem Studio



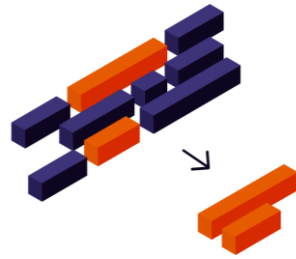
PROXEM STUDIO

Modules



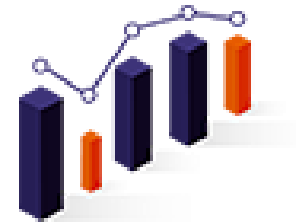
Connect

Upload data via Excel files or API



Organize

Rapidly create a personalised classification plan



Explore

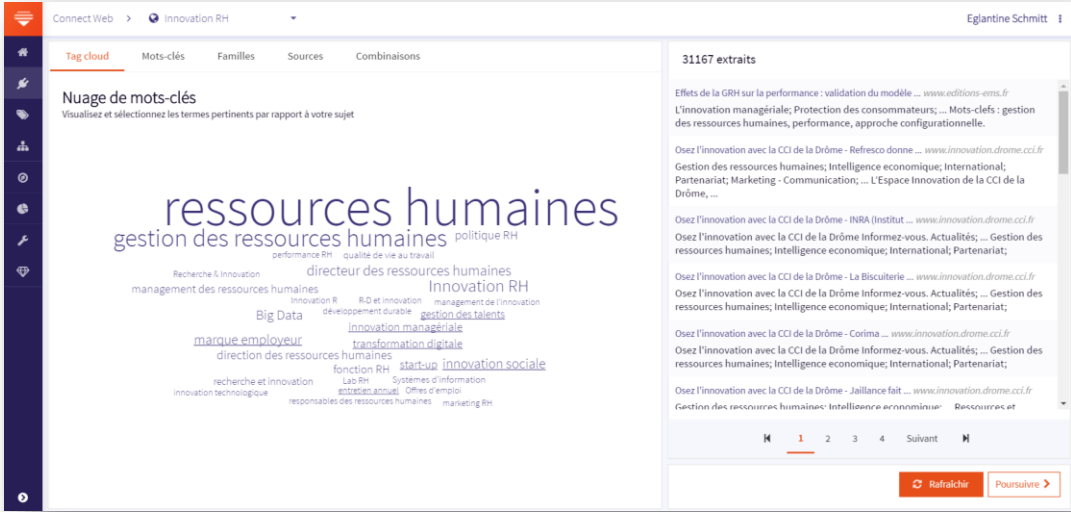
Visualise and explore the data to identify weak signals and interesting phenomenon



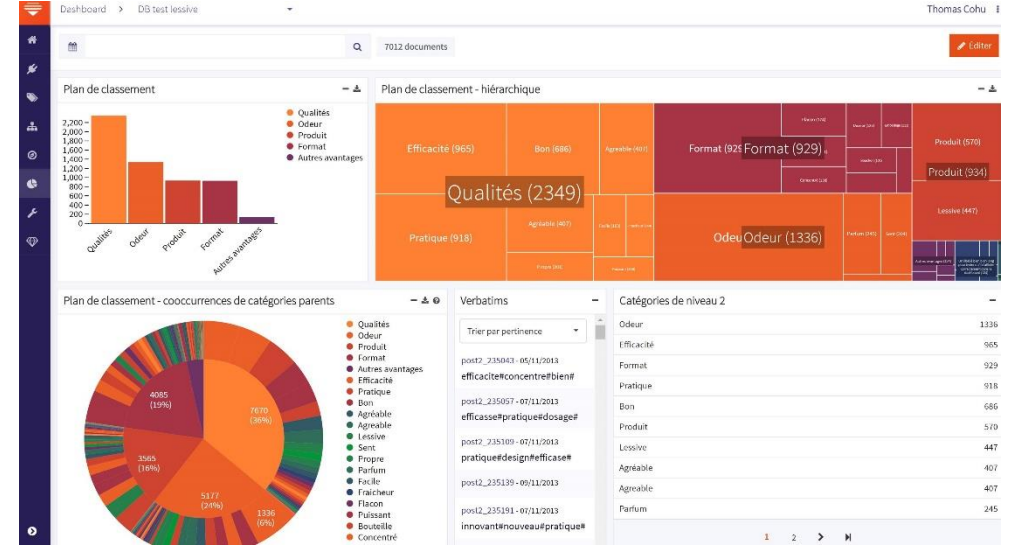
Report

Diffuse the information in real time to the relevant profiles

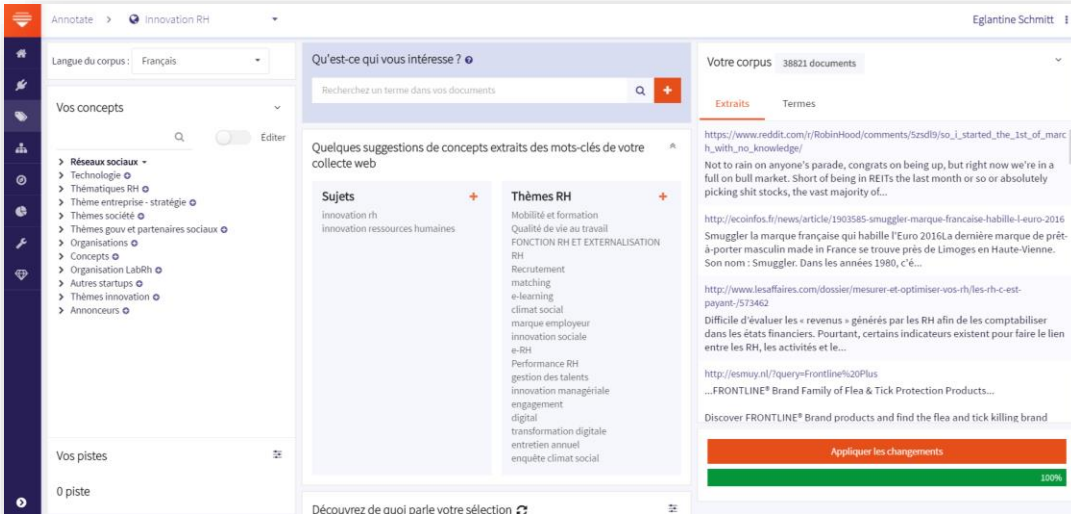
Collect & filter



Diffuse the information



Select & organise



Visualise & explore

