The Kustomer Platform: Intelligence Through Sentiment

**Kustomer Sentiment**

Sentiment Analysis, or opinion mining, is the process of determining whether language reflects positive, negative, or neutral sentiment. Using sentiment algorithms, customer experience agents and supervisors can gain insights into the customer messages your company receives.

Seeing your customers' sentiment lets you understand the best ways to communicate with them and how best to prioritize those communications. You can also generate reports based on sentiment changes, which can help you better understand how your customer experience impacts how your audience thinks and feels.

How does Kustomer deliver Sentiment?

Kustomer's Sentiment Engine is driven by AWS Amazon Comprehend. The service is a collection of natural language processing APIs that analyze messages (text) that customers send to the Kustomer platform via Chat, Email, SMS, and Social Channels. It's smart enough to understand negation and modifiers.
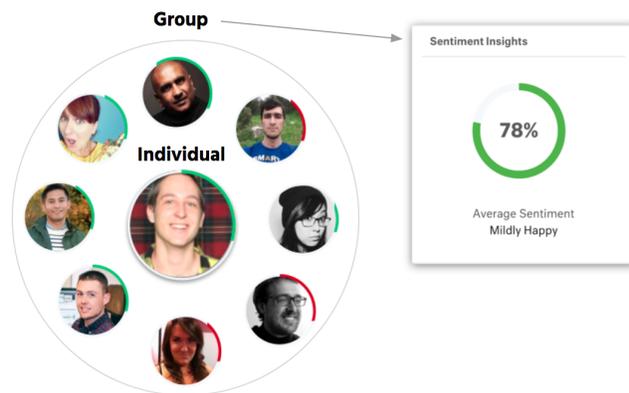
The Sentiment Engine understands sentiment and emotion through a deep analysis of keywords in the text. The Sentiment Engine identifies attitudes, opinions, or feelings within the content of the messages. Amazon Comprehend can calculate overall sentiment within a document, sentiment for user-specified targets, entity-level sentiment, quotation-level sentiment, directional sentiment, and keyword-level sentiment. The combination of these capabilities supports a variety of use cases ranging from social media monitoring to trend analysis.

How does sentiment analysis work?

Any incoming messages are sent to the Amazon Comprehend API, which returns a sentiment score. A score is assigned to the message, conversation, and customer. The Sentiment engine returns two key metrics: Polarity and Confidence. Polarity is positive or negative depending on if the text analyzed is deemed to be "happy" or "unhappy", respectively. The confidence is how confident the engine is that that this text is deemed happy or unhappy. Each user is given a sentiment strength score from -1 to 1 and a polarity (positive, negative, or neutral). In our system, 0 sentiment would be neutral. For example a long angry text with many negative words might be given a negative sentiment with a large confidence. A short, ambiguous text message would likely have a very small confidence on either positive or negative sentiment.
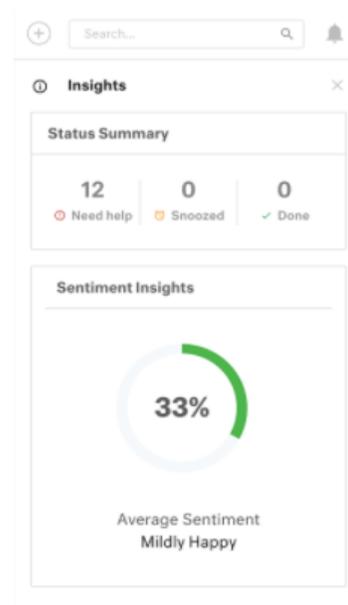
Why is it important to measure sentiment?

Customer opinion can make or break a brand's success, and the decision to monitor it can mean the difference between a well-timed course correction or a missed opportunity. Sentiment can also inform marketing and product strategy by revealing chances to reframe the customer experience.

Automated sentiment analysis is a powerful tool for gauging customer opinion at scale. Rather than relying on people to read and evaluate large volumes of text, an algorithm can process and score sentiment with speed and efficiency.

Kustomer: Know everything about every customer

About Kustomer

Kustomer is a CRM for customer experience that focuses on customers, not tickets, enabling companies to know everything about every customer to drive informed actions. Used by Slice, SmugMug, Outdoor Voices, and more, Kustomer provides businesses with a full view of every customer's lifetime. Kustomer unifies all relevant data, customer history, apps, and systems. Kustomer was founded in 2015 with global headquarters in New York City. Learn more at Kustomer.com.