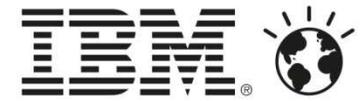


Find the “Voice of Your Customer” with IBM Content Analytics

Mark Rice

Solutions Consultant, Content Analytics





Agenda

- What is Voice of Customer?



- Why is it important to you?



- What is the Content Analytics Solution?



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- What is Voice of Customer?



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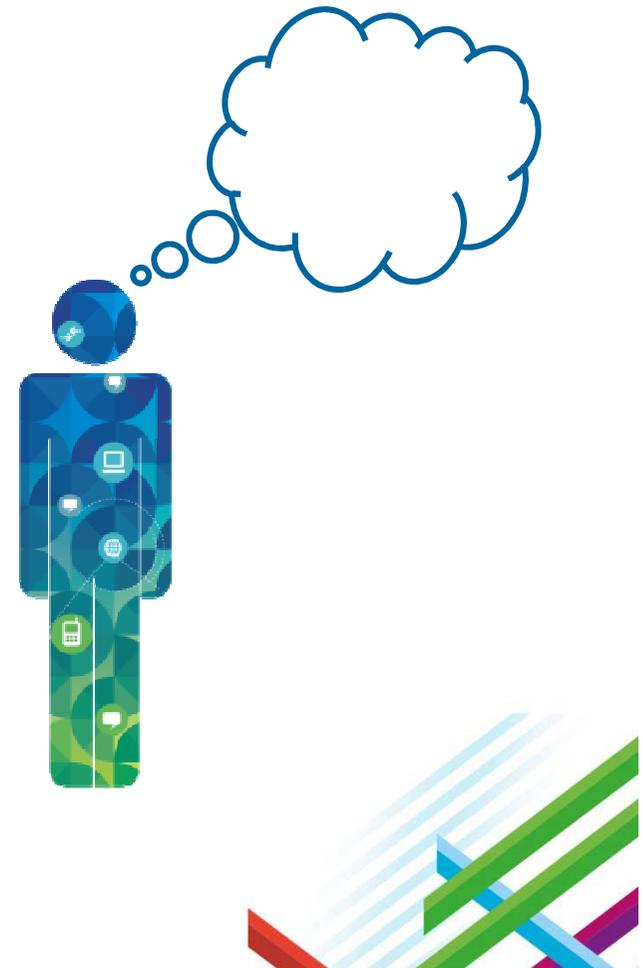
What is “Voice of Customer”?

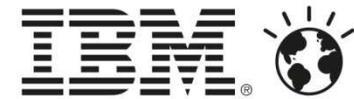
- Many definitions, but all generally converge towards a common theme:

Gaining **insight** into your **customers**’:

- Experience
- Sentiment
- Expectations
- Needs
- Preferences
- Aversions
- Suggestions

- Put another way, it is **“Customer Insight”**





What is “Voice of Customer”?

- Voice of Customer is much more than sentiment
 - Opinions
 - Complaints and compliments
 - Evaluations
 - Suggestions
- Includes all forms of customer contact
 - Traditional and new Social media:
 - eMail
 - Internal reports
 - Call center logs
 - Complaints
 - Customer correspondence
 - Blogs
 - Forums
 - Tweets
 - Posts



Why Do We care?



Customers have lost confidence in institutions

- 76% of customers believe companies lie in advertisements
- Growing trust gap in many consumer focused industries



Technology is changing how customers interact

- Social media changed purchaser influence; opinions viewable instantly
- Mass customization and personalization of products and services



Expectations have changed

- Focus is on value, transparency and accountability
- Customers want to be seen holistically across the enterprise



Institutions need to rediscover their customers

- Consumers are experiencing brands in new ways through new channels
- Micro-targeting: the move beyond 1 on 1 is accelerating



Agenda

- What is Voice of Customer?



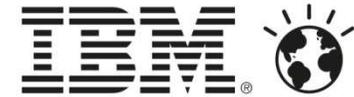
- Why is it important to you?



- What is the Content Analytics Solution?



Why is it important?



A Major Convenience Store Retailer

Extracting market insights from social media



The Need

Major Japanese convenience chain of 10,000+ stores must decide what items to stock from a dizzying array of fresh and prepackaged items. Make stocking decisions based on what people will buy and not waste shelf space on items that will spoil or sell poorly

The Solution

IBM Content Analytics applied to huge volumes of social media feeds and posts. The retailer can now:

- Identify, categorize and respond early to emerging customer interests and preferences
- Rapidly analyze customers' requests and complaints
- Drive planning and development of new products and services

The Benefit

The Content Analytics solutions allows this retailer to:

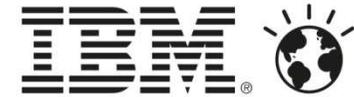
- Increase gross profit by half a point Y/Y
- Enable early response to changing consumer preferences and quick correction of customer product- and service-related issues
- Provide decision support to finely tune marketing and supply chain



Why is it important?

Tire Manufacturer

Understanding customer sentiment



The Need

- Reducing costs to improve the company's operating profit ratio
- Measure and improve sales campaign effectiveness
- Evaluate and analyze content from social media sources

The Solution

With Content Analytics, this manufacturer can now make changes to its campaigns based on near-real-time analysis of information in social media postings. The solution captures and reveals previously obscured opinions, giving the company new insight into how and why its campaigns succeed or fail. With this enhanced consumer insight, this company expects to increase sales and improve its image by developing a more flexible and cost-effective marketing strategies.

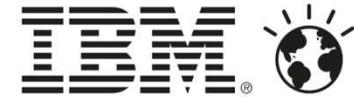
The Benefit

By understanding their customers' feedback, this organization expects to:

- Achieve 120 percent sales growth, 190 percent operating profit growth and 160 percent profit rate growth compared with a similar period three years earlier
- Increase public awareness of new products through campaign strategies that are modified in response to consumer feedback
- Make product changes or rectify any new-product issues in a more timely manner

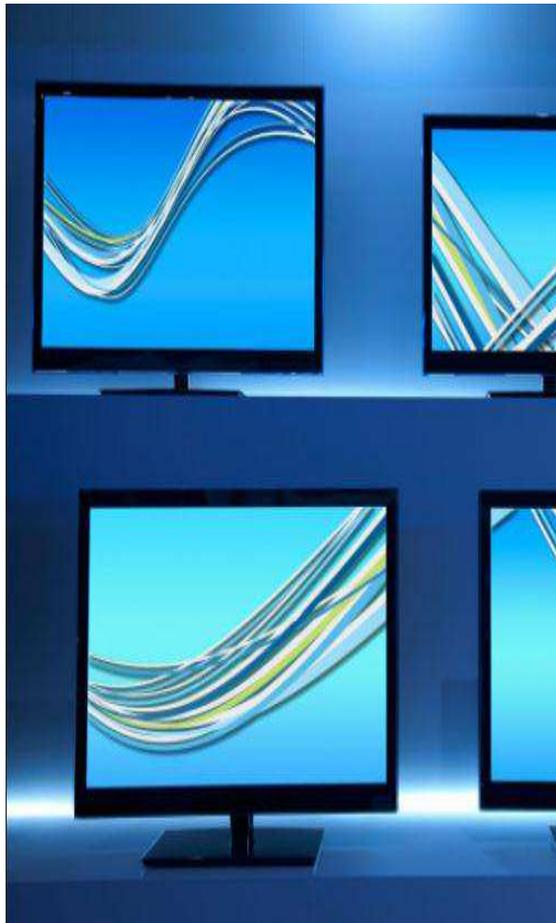


Why is it important?



Consumer Electronics Manufacturer

Leveraging customer feedback to develop new products



The Need

How to get a stronger understanding of its customers' product needs relative to their lifestyle changes. Use social media content to capture the plethora of data and extract actionable insights to keep the product portfolio in line with customer needs.

The Solution

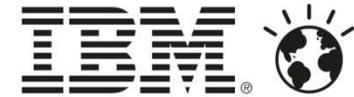
Implemented Content Analytics to distill real product ideas from the social media world, giving its product planning and development staff a window into what customers want. Rapidly and accurately gauge what customers are thinking about them and what they're demanding from products, helping the business become more responsive in the marketplace

The Benefit

- Expects a 31 percentage point improvement in its net profitability rate from year to year based in part on improved product development made possible through market insights
- Improved the ability to accurately gauge customer perceptions, enabling a more targeted marketing communications response
- Reduced the amount of time required to gather consumer data and extract practical insights



Why is it important?



Electronic Equipment Manufacturer

Preventing customer attrition by understanding their customer



The Need

To get to the root of customer attrition, to understand declining brand trust, to reestablish collaboration between sales and product teams and to regain the “voice of the customer”.

The Solution

Implemented IBM Content Analytics to:

- Extract and mine unstructured text from call center logs and structured data from CRM systems
- Identify similar phrases and topics in text using advanced natural language technology
- Detect product issues, product feature requests, competitive comparisons and customer preferences

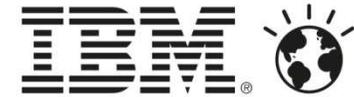
The Benefit

By understanding customer comments in call center logs and CRM data this organization has:

- Improved product quality through early defect detection
- Developed new product features/model based on customer information and preferences
- Rebuilt market share
- Provided a feedback loop for sales, marketing and manufacturing to listen to and act upon the voice of the customer



Why is it important?



A Car Rental Agency & Mindshare Technologies

Quickly identifying customer satisfaction trends



The need

A car rental company needed to better understand customer feedback to adapt its business accordingly. Most of its valuable information was trapped inside free-form customer feedback surveys and the company's staff was required to read each customer comment submitted via email or phone and then manually categorized it.

The solution

The company created a "Voice of the Customer" analytics system to automatically capture customer experiences

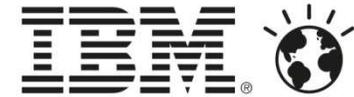
- Customer comments are captured in real time to be transformed into actionable intelligence
- Linguistic rules automatically analyze and tag unstructured content into meaningful service reporting categories

The benefits

- Improved accuracy and speed of the customer feedback analysis process
- Quick identification of trends or issues and adjustment operational service levels accordingly
- Focused attention by field managers to perform deep-dive analysis of customer comments



Why is it important?



Social Media Marketing & Communications

Leveraging Social Media at Security First Insurance



The Need

- Leverage social media for client marketing and communications in the regulated financial services industry.
- Enable marketing and financial advisors to engage with customers while maintaining compliance with FINRA and SEC regulations.

The Solution

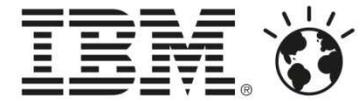
IBM Partner, Integritie uses IBM Content Analytics in their SMC4 solution to understand the content within messages, enabling a firm to monitor and control social media communications and meets all key industry compliance and marketing requirements.

The Benefit

By understanding the content from various social media applications, organizations can:

- Reach clients through growing social media outlets
- Harness the opportunities of social media through a controlled process and interface
- Avoid communication mistakes than can embarrass or harm an organization
- Analyze content of messages and gain insight to the sentiment expressed in customer interactions





Agenda

- What is Voice of Customer?



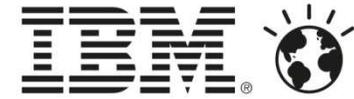
- Why is it important to you?



- What is the Content Analytics Solution?



Gaining Insight from Content



Uncover business insight through unique visual-based approach

Aggregate and extract from multiple sources

... to form large **text-based** collections from multiple **internal and external sources** (and types), including ECM **repositories, structured data, social media** and more.

Organize, analyze and visualize

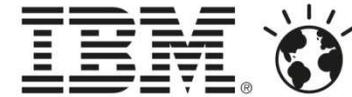
... enterprise content (and data) by **identifying trends, patterns, correlations, anomalies** and business context from collections.

Search and explore to derive insight

... from collections to **confirm what is suspected or uncover something new** - before customizing models and integrating with other systems and processes



Text vs. Content Analytics



What is Text Analytics?

Text Analytics describes a set of linguistic, statistical, and machine learning techniques that allow text to be analyzed and key information extraction for business integration.

March 13, 2012
13:23

I charged my **Smart 4G** throughout the night and when I took it out of the **charger** it was at full. I only made 7 short calls today. But, it **runs out** of **battery** in 3 hours. **It is annoying.** How do I preserve the **battery** life?



Date	March 13, 2012
Time	13:23
Product_Type	Smart 4G
Product_Component1	charger
Product_Component2	battery
Problem	runs out
Question	How do I preserve the battery life?
Experience	annoying

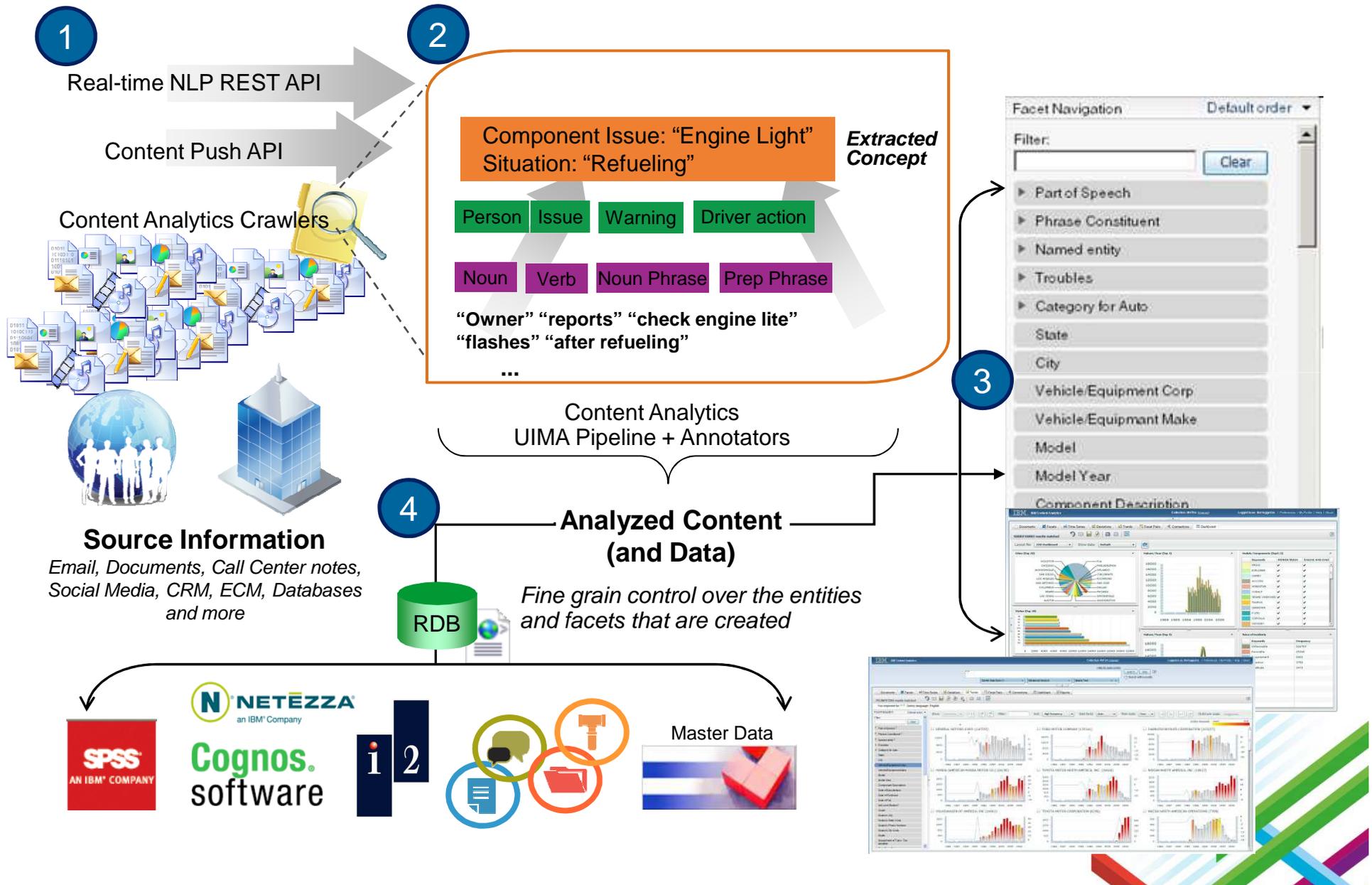
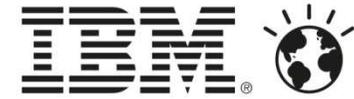


What is Content Analytics?

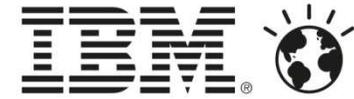
Content Analytics (Text Analytics + Mining) refers to the text analytics process plus the ability to visually identify and explore trends, patterns, and statistically relevant facts found in various types of content spread across internal and external content sources.



How It Works



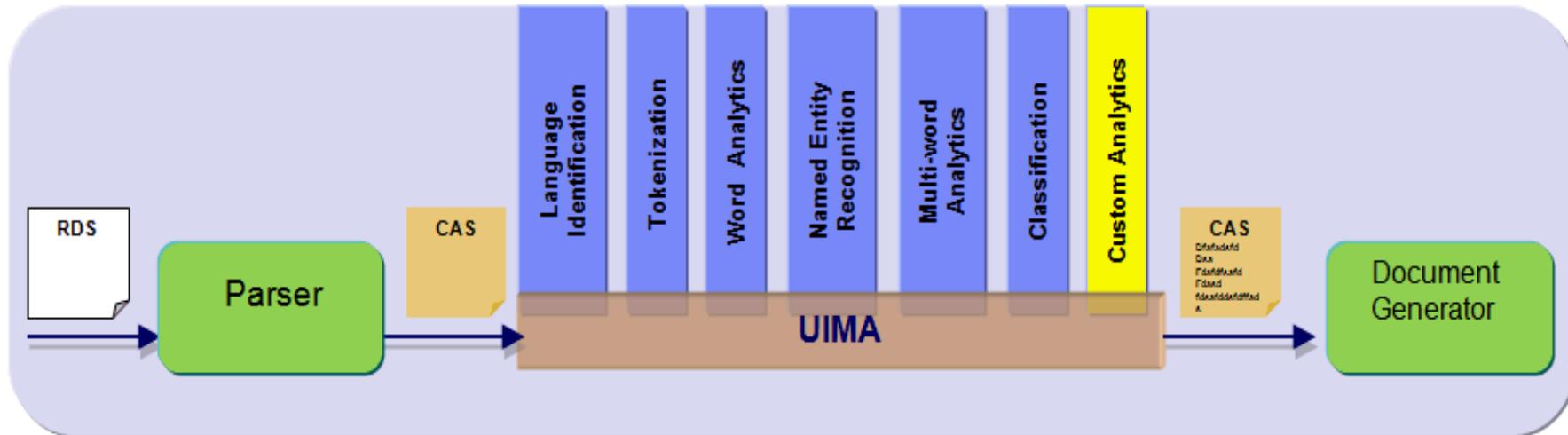
How It Works: UIMA



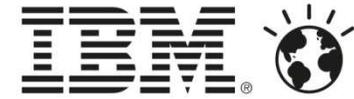
Unique, Powerful Analysis Pipeline



- The Open Standard for text analysis
- Developed by IBM
- Pipeline for analysing text (structured and unstructured)
- Highly customizable and extensible annotators
- CA Studio modeling tools is graphical, not query based
- Extend with Java annotators
- Supports a highly iterative modelling process

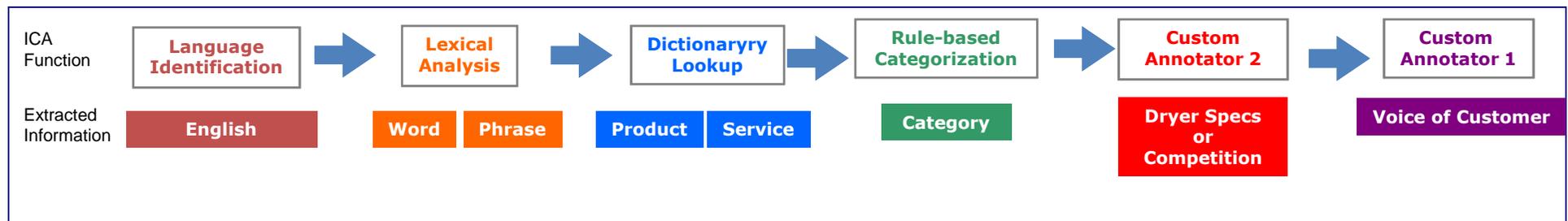


How It Works: Example

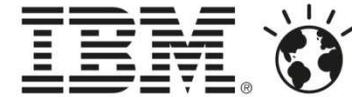


annotator- a software component that performs linguistic analysis tasks and produces and records annotations

I could not be happier with this dryer. It is very roomy and dries clothes much faster than the Moreken it replaced. This machine is quiet and has many different settings including wrinkle release and energy saver. I use the energy saver and my loads still dry faster than with my old machine. Best of all, you can't beat the price. Free delivery and haul away doesn't hurt either. How frequently should I clean the vents?



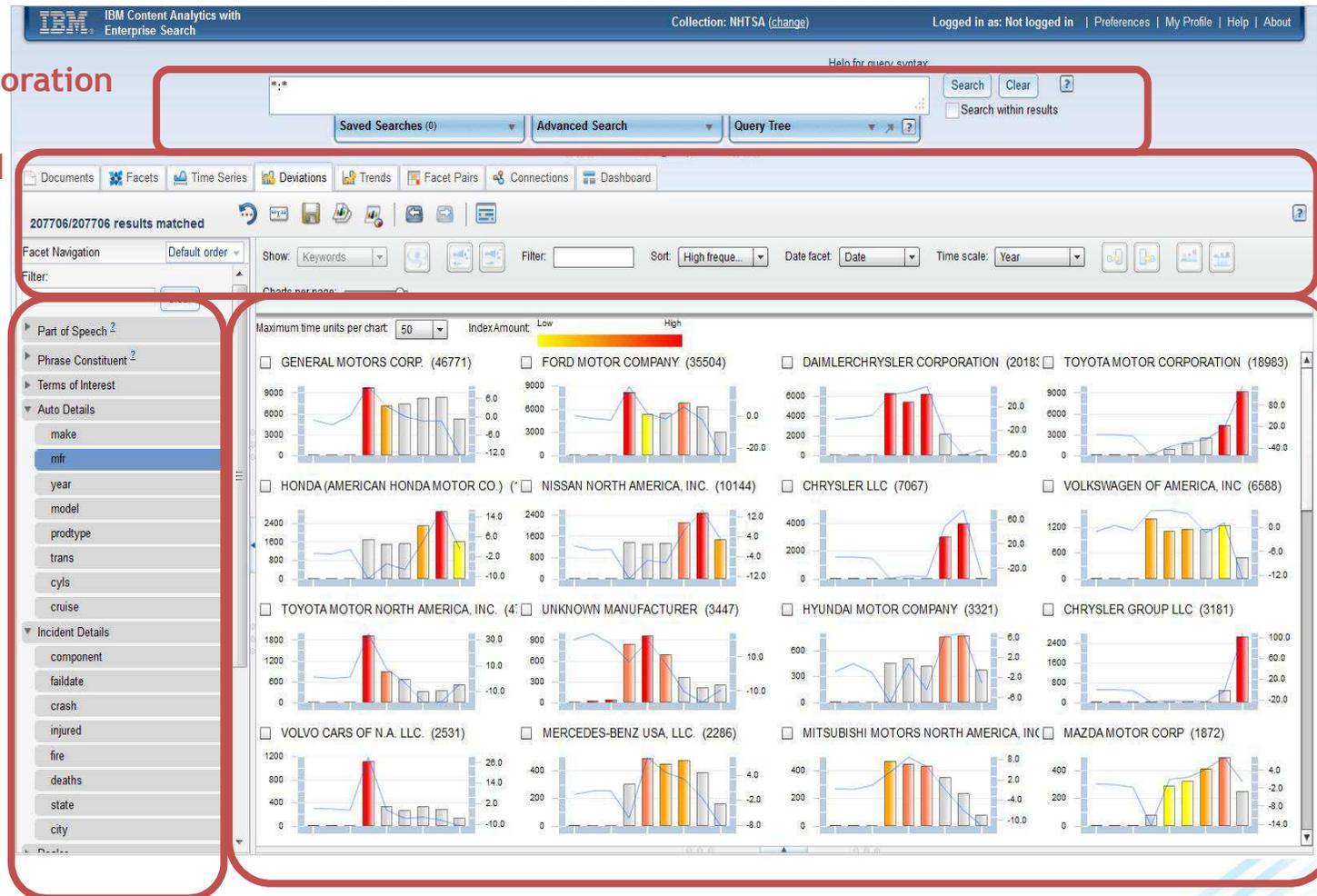
How It Works: Content Analytics Miner



Search Query Exploration

Views, Filters and Thresholds

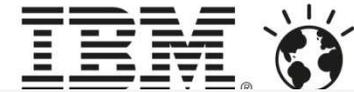
Automatically
Extracted and
Analyzed
Concepts, Entities,
Relationships,
Meta Data and
Classifications



Visualization with Drill Down for Exploration and Assessment



Analyzing Sentiment at Happy Home



my **HAPPY HOME** Store

STORE FINDER CALL 1 (800) FRIENDLY-STORE SERVICES HELP

home furniture • rugs • home decor

MY CART 0 items

RECEIVE FREE SHIPPING ON ELIGIBLE ITEMS. Turlock, CA is your LOCAL STORE

Welcome, (Sign In or Register)

SHOP BY DEPARTMENT SAVINGS GARDENERS HOW-TO

MY HAPPYHOME.COM

Gas Dryers

Home / Appliances / Dryers / Gas Dryers

PRICE \$0 - \$2000

15 Items Sort By: Best Sellers Results per page: 24

View: Grid | List Products: In-Store | All Products 1 2 3 4

Select up to 4 items to compare. COMPARE

- Select to compare  **Taymag**
Bicentennial 7.0 ft gas dryer in white
Model MGDC200XW
\$479.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery
- Select to compare  **PE**
Best ever 6.0 ft gas dryer in white
Model DLG2141W
\$669.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery
- Select to compare  **Admirable**
Patriotic 7.0 ft gas dryer in white
Model AGD4475TQ
\$409.00
Free Shipping [+ ADD TO CART](#) Available for Home Delivery

BRAND

- Taymag (25)
- PE (25)
- LP Electronics (14)
- PF profile (10)
- Havana (3)
- Admirable (2)
- Coldpoint (1)

COLOR/FINISH FAMILY

- Beige/Bisque (2)
- Black (2)
- Gray (8)
- Red/Orange (9)
- Stainless Steel (8)
- White (10)
- Yellow/Gold (1)

DRYER CAPACITY (CU. FT.)

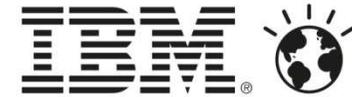
- 5.8 ft³ (1)

FREE DELIVERY & HAUL AWAY
NO REBATE. NO HASSLE.

UP TO 20% OFF SELECT APPLIANCES
[Learn More >](#)



Analyzing Sentiment at Happy Home



The screenshot displays the IBM Content Analytics with Enterprise Search interface. The top navigation bar includes the IBM logo, the text "IBM Content Analytics with Enterprise Search", and the collection name "Sentiment Collection". The main content area shows a "Sentiment Table" with columns for "Sentiment", "Values", "Positive", "Ambivalent", and "Negative". The table lists various product models with their respective sentiment counts and percentages. A red arrow points from a text box to the "product" facet in the left sidebar. Another red box highlights the "Sentiment Table" with a descriptive text box.

637/637 results matched

Facet Navigation: Default order

Filter: [] Clear

Facets: Part of Speech², Phrase Constituent², Sentiment, My Keywords, **product**, prod_category, price

Sentiment	Values	Positive	Ambivalent	Negative
Admirable	6.5 cu. ft. Super Capacity Gas Dryer (34)	28 (82%)	2 (5%)	2 (5%)
LuthorCorp	7.3 Cu. Ft. 7-Cycle Electric Dryer - White (18)	14 (77%)	3 (16%)	1 (5%)
Extensive Enterprise	4.5 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)	6 (60%)	2 (20%)	2 (20%)
Extensive Enterprise	4.5 Cu. Ft. 14-Cycle Ultra Capacity			
Extensive Enterprise	SteamDryer 7.3 Cu. Ft. 14-Cycle U			
Extensive Enterprise	3.5 Cu. Ft. 7-Cycle High-Efficiency			
EC	4.0 Cu. Ft. 26-Cycle King-Size Washer - Silver Meta	5 (50%)	1 (20%)	2 (30%)
EC	4.0 Cu. Ft. 26-Cycle King-Size Washer - White (10)	0 (0%)	4 (40%)	6 (60%)
EC	3.2 Cu. Ft. 9-Cycle Super Capacity Washer - White-on-White (10)	5	1	2

Positive Expressions: Analyze more in the Facets view

Negative Expressions: Analyze more in the Documents view

Document Preview: Analyze more in the Documents view

Document 1: This product is good for the money. Works well and has a really large sized capacity.

Document 2: There is nothing wrong with this dryer, as far as we can tell. It dries large loads in one go and has plenty of settings options.

Document 3: I was looking to buy similar Moreken products but couldn't justify the almost double cost for .5 cubic foot more. This dryer has been great. It fits plenty and dries clothes and bedding to completion without having to run a second cycle.

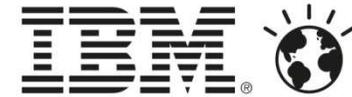
Document 4: I was looking for n inexpensive dryer, and I needed to have it quickly. I never hear of Admirable

Selecting any facet value displays an evaluation of sentiment for that facet

Sentiment Table lists values of selected facet with its overall sentiment and shows the numbers of positive/ambivalent/negative documents and their percentage



Analyzing Sentiment at Happy Home



Sentiment Expressions lists positive or negative expressions for selected facet value with colors

Sentiment	Values	Positive	Ambivalent	Negative
Admirable 6.5 cu. ft. Super Capacity Gas Dryer (34)		28	2	2
LuthorCorp 7.3 Cu. Ft. 7-Cycle Electric Dryer - White (18)		14	3	1
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle Ultra Capacity High-Efficiency Washer - White (10)		6	2	2
Extensive Enterprise 4.5 Cu. Ft. 14-Cycle High-Efficiency Washer - White (10)		9	0	1
Extensive Enterprise SteamDryer 7.3 Cu. Ft. 7-Cycle Electric Dryer - White (10)		9	1	0
Extensive Enterprise 3.5 Cu. Ft. 7-Cycle High-Efficiency Washer - White (10)		8	1	0
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - Silver Metallic (10)		5	2	3
EC 4.0 Cu. Ft. 26-Cycle King-Size Washer - White (10)		0	4	6
EC 3.2 Cu. Ft. 9-Cycle Super Capacity Washer - White-on-White (10)		5	1	2

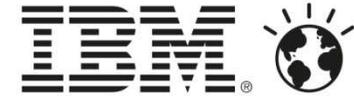
Color represents the rank of correlation

Positive Expressions: Analyze more in the Facets view
great good happy well! Great excellent faster super does the job n.a low price plus quickly delivered pleased with satisfied I love old price served me well NOT complain wise bells and whistles great job a must problem free smooth can't be beat NOT waste like a lot simple to use Thanks the best Excellent does everything better easily Thank You greaat I love it efficient n.a. NOT noisy more than enough efficient prepared can't beat Best of all Happy roomy NOT happier fast Highly recommend perfectly love this NOT problems Can't beat easier size consistently I like Super NOT overhated good buy 5 star fits

Negative Expressions: Analyze more in the Documents view
This product is good for the money. Works well and has a really large sized capacity.
There is nothing wrong with this dryer, as far as we can tell. It dries large loads in one go and has plenty of settings options.
I was looking to buy similar Moreken products but couldn't justify the almost double cost for .5 cubic foot more. This dryer has been great. It fits plenty and dries clothes and bedding to completion without having to run a second cycle.
I was looking for n inexpensive dryer, and I needed to have it quickly. I never hear of Admirable



Analyzing Sentiment at Happy Home



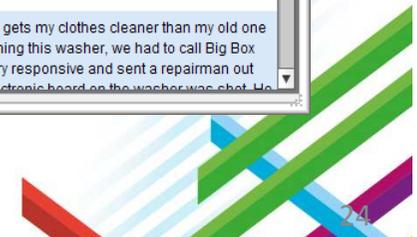
Changing Facets presents a different roll-up of the sentiment data

The screenshot shows the IBM Content Analytics interface. The main content area displays a 'Sentiment Table' with the following data:

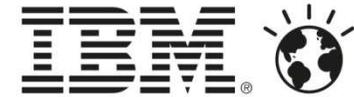
Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365	123	77
Gas Dryer (46)		37	2	4

Below the table, there are two tabs: 'Positive Expressions' and 'Negative Expressions'. The 'Negative Expressions' tab is active, showing a list of negative sentiment terms such as 'problem', 'bad', 'issue', 'issues', 'noisy', 'problems', 'heavy', 'annoying', 'agitator', 'spins', 'disappointed', 'complaints', 'stop', 'broken', 'stains', 'NOT good', 'worst', 'poor', 'NOT recommend', 'negative', 'wrinkled', 'louder', 'quit', 'wrong', 'unbalanced', 'only complaint', 'NOT well', 'NOT worth', 'mistake', 'leaks', 'more expensive', 'NOT great', 'hate', 'refused', 'failed', 'delay', 'NOT big deal', 'terrible', 'not work', 'crazy', 'error', 'NOT happy', 'thick', 'don't know how', 'worried', 'not worth', 'piece of junk', 'NOT bells and whistles', 'quieter', 'NOT light', 'regret', 'pricey', 'Do not buy', 'drains', 'moldy', 'junk', 'soaking', 'defective', 'too much', 'NOT top', 'hard time'.

A red arrow points from the 'LAUNDRY' row in the table to the 'Negative Expressions' tab. A red box highlights the text: 'Viewing Negative Expressions provides a different view upon which you can gain insight'.



Analyzing Sentiment at Happy Home



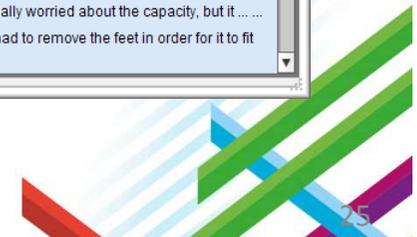
Selecting a Sentiment word of Phrase updates the document preview with where those words or phrases are use in context

The screenshot displays the IBM Analytics interface. At the top, it shows '637/637 results matched'. The 'Facet Navigation' panel on the left includes 'Part of Speech', 'Phrase Constituent', 'Sentiment', 'My Keywords', 'product', 'prod_category', 'price', 'rating', and 'location'. The 'Sentiment Table' shows the following data:

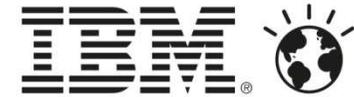
Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

Below the table, the 'Positive Expressions' view shows a list of terms: **problem**, **bad**, **issue**, **issues**, noisy, problems, heavy, annoying, agitator, spins, disappointed, complaints, stop, broken, stains, NOT good, worst, poor, NOT recommend, negative, wrinkled, louder, quit, wrong, unbalanced, only complaint, NOT well, NOT worth, mistake, leaks, more expensive, NOT great, hate, refused, failed, delay, NOT big deal, terrible, not work, crazy, error, NOT happy, thick, don't know how, worried, not worth, piece of junk, NOT bells and whistles, quieter, NOT light, regret, pricey, Do not buy, drains, moldy, junk, soaking, defective, too much, NOT top, hard time, refusing, noisy, NOT right, NOT easily avoid, horrible, flow, bulky, difficult, need mess.

The 'Document Preview' view shows a snippet of text: 'This is...most definitely the BEST washer and dryer out there! Foo Bars really got it right this They were extremely nice and helpful when I was having a **problem with my 1st machine**. Foo Bars's ... People seem to have some **problems with there stoves and fridges**, but you have to remember, Foo Bars Bought the washer on sale without the dryer. I was originally worried about the capacity, but it website (don't know whose **problem** that is) so I had to remove the feet in order for it to fit under ...' A red arrow points from the 'problem' word in the 'Positive Expressions' list to the 'problem with my 1st machine' phrase in the document preview.



Analyzing Sentiment at Happy Home



Selecting a Sentiment word of Phrase updates the document preview with where those words or phrases are use in context

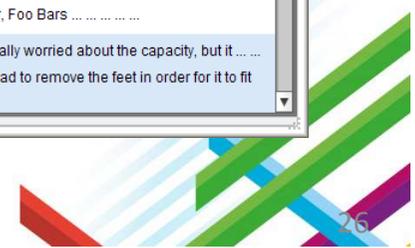
The screenshot displays the IBM Analytics interface. At the top, it shows '637/637 results matched'. The 'Facet Navigation' panel on the left includes 'Part of Speech', 'Phrase Constituent', 'Sentiment', 'My Keywords', 'product', 'prod_category', 'price', 'rating', and 'location'. The 'Sentiment Table' in the center shows the following data:

Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

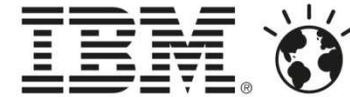
Below the table, the 'Document Preview' section shows a list of 'Positive Expressions' and 'Negative Expressions'. A red arrow points from the 'Analyze more in the Documents view' button to a document preview window. The preview window displays a document snippet with the following text:

This is...most definitely the BEST washer and dryer out there! Foo Bars really got it right this
..... They were extremely nice and helpful when I was having a **problem with my 1st machine**. Foo Bars's ... People seem to have some **problems with there stoves and fridges**, but you have to remember, Foo Bars
Bought the washer on sale without the dryer. I was originally worried about the capacity, but it
... website (don't know whose **problem** that is) so I had to remove the feet in order for it to fit under ...

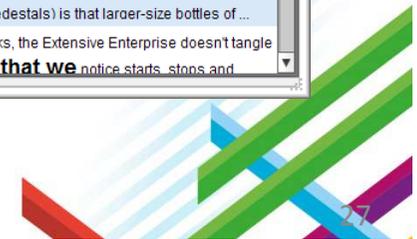
Select Analyze More in the Documents view or expand the document preview



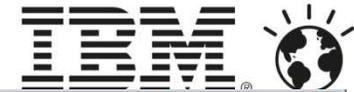
Analyzing Sentiment at Happy Home



The screenshot displays the IBM Content Analytics with Enterprise Search interface. The top navigation bar includes the IBM logo, the text "IBM Content Analytics with Enterprise Search", and the collection name "Collection: Sentiment Collection (change)". The user is logged in as "Not logged in". The main toolbar contains various analysis tools: Documents, Facets, Time Series, Deviations, Trends, Facet Pairs, Connections, Dashboard, and Sentiment. The search results show "637/637 results matched". On the left, the "Facet Navigation" panel is active, showing a list of facets including "Part of Speech", "Phrase Constituent", "Sentiment", "My Keywords", "product", "prod_category" (selected), "price", "rating", and "location". The "Document Preview" tab is selected, showing a list of document snippets with sentiment analysis. A red box highlights a specific document snippet: "Document Preview presents a more comprehensive view of the sentiment in the documents". The snippet text includes phrases like "problem with my 1st machine", "problems with these stoves and fridges", "problem that is", "problems with the electronics & door gaskets", "problem", "It has always had a problem with clothes", "problem is lots", "issues with this dryer; the door", "thermostat problem", "problem on all front loaders", "problem is it", and "problem (save for expensive pedestals)".



Analyzing Sentiment at Happy Home



IBM Content Analytics with Enterprise Search

Collection: Sentiment Collection (change) Logged in as: Not logged in | Preferences | My Profile | Help | About

Documents Facets Time Series Deviations Trends Facet Pairs Connections Dashboard Sentiment

637/637 results matched

Facet Navigation Default order

Filter: [] Clear

Part of Speech²

Phrase Constituent²

Sentiment

My Keywords

product

prod_category

price

rating

location

Search type: Subfacet search

Facet Path: /"/prod_category"

Value: []

New search

Add to search

Search

Show: Keywords Filter: []

Sentiment	Values	Positive	Ambivalent	Negative
LAUNDRY (591)		365 61%	123 20%	77 13%
Gas Dryer (46)		37 80%	2 4%	4 8%

Positive Expressions Negative Expressions

Analyze more in the Facets view

problem bad issue issues noisy problems heavy annoying agitator spins disappointed complaints stop broken stains NOT good worst poor NOT recommend negative wrinkled louder quit wrong unbalanced only complaint NOT well NOT worth mistake leaks more expensive NOT great hate refused failed delay NOT big deal terrible not work crazy error NOT happy thick don't know how worried not worth piece of junk NOT bells and whistles quieter NOT light regret pricey Do not buy drains moldy junk soaking defective too much NOT top hard time refusing easier NOT right NOT easily avoid horrible flow bulky difficult need more

Document Preview Trends

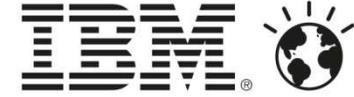
Analyze more in the Trends view

Date Month

You can also select the trend view to see how a given word or sentiment phrase is trending overall.



CA Studio: Modelling, Not Programming



The screenshot displays the IBM Content Analytics Studio interface. On the left, the Studio Explorer shows a tree view of model resources including dictionaries and rules. The main workspace shows a text document with several lines of UK addresses, some of which are highlighted in red. A blue callout box labeled "Sample Text for Modelling" points to this text. On the right, the Rules Builder interface is visible, showing a configuration for a rule named "Address". A blue callout box labeled "Rules Builder: Drag, Drop and Configure" points to this interface. At the bottom, a table lists the configured rules. A blue callout box labeled "Model Resources: Dictionaries and Rules" points to the Studio Explorer, and another blue callout box labeled "Model Resources: Data" points to the table.

x	Set	Type	Label	Original Text	Created	Modified
<input type="checkbox"/>	Address	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	Default	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	Location	Phrases		Kreis Rosenheim	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	Location	Phrases		Kreis Freising	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	Location	Phrases		Wittelsbacher Land	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	PartialAddress	Phrases		Ackermannstrasse 123,...	2009-01-15 ...	2011-01-05 ...
<input type="checkbox"/>	PostCode	Phrases		70659	2009-01-14 ...	2011-01-05 ...

Sample Text for Modelling

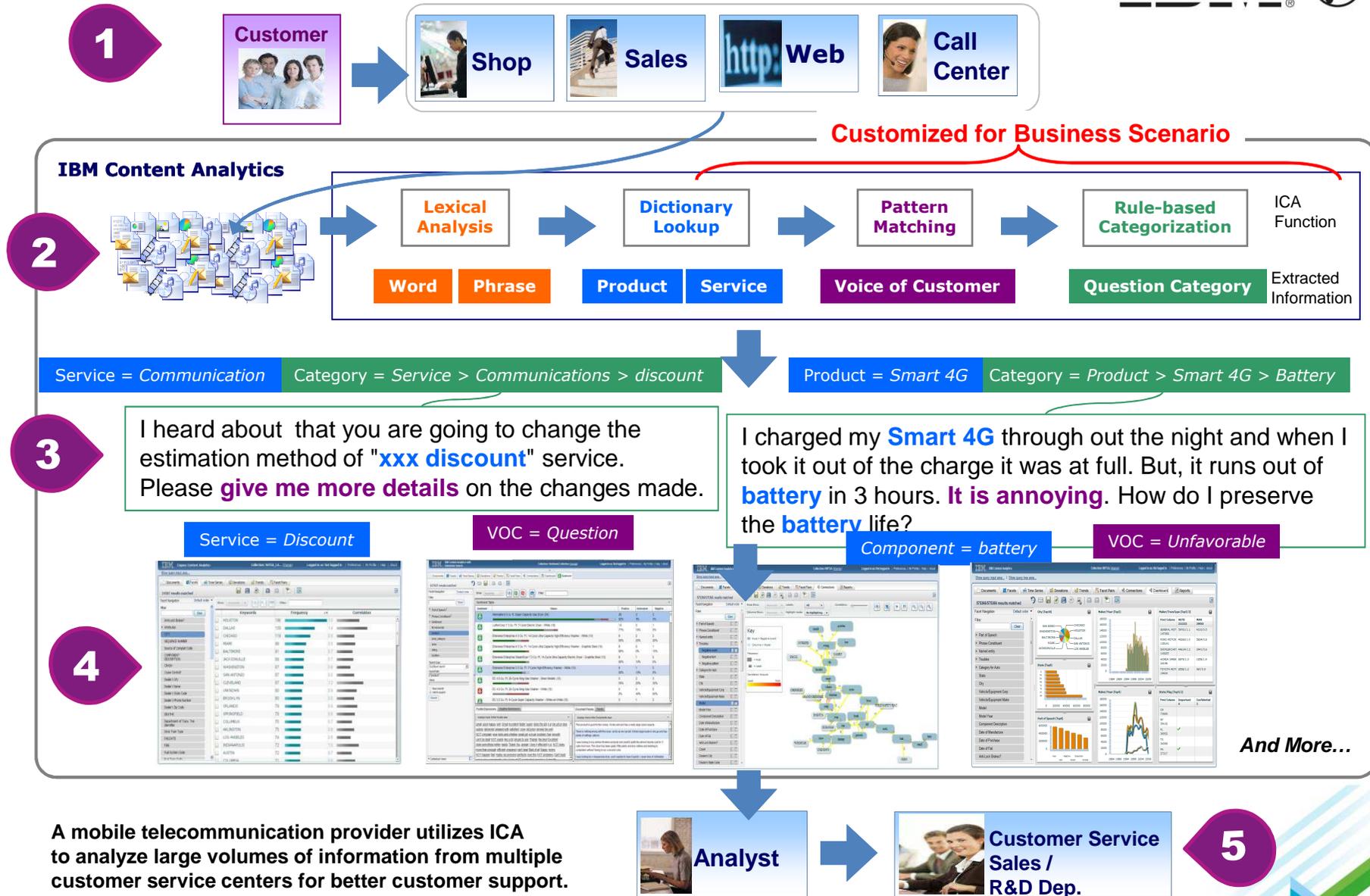
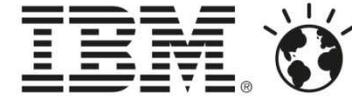
Rules Builder: Drag, Drop and Configure

Model Resources: Dictionaries and Rules

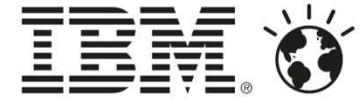
Model Resources: Data



Summary - Voice of Customer



IBM BusinessConnect
Realize the art of the possible.



Thank You!

