



# Interaction Analytics Ontology Studio

REDEFINING AUTOMATIC DATA CATEGORIZATION

Drastically increase productivity, analysis accuracy, and coverage by replacing manual analytic query building with Ontology Studio. It automatically classifies and quantifies interaction intents, events, and outcomes into a three-level hierarchy of categories, topics, and subtopics.

By leveraging Gen AI combined with pre-built industry specific intent and activity models derived from 30 years of labeled CX datasets, Ontology Studio ensures fast analysis, saving valuable time. It is easy to customize data fields to best fit your organizational processes and terminology. Out-of-the-box dashboards correlate intents with other key metrics for deeper analysis and better decision-making.

**85% of best-in-class firms analyze how each interaction influences customer experience results.**  
—ABERDEEN, 2024

## Access Better Insights

- **Easy to Use, Guided Process**  
Automatically structure your data with no expertise required.
- **Drive Ongoing Value**  
Monitor how often topics arise and correlate them with KPIs.
- **Increase Coverage**  
Utilize generative AI to analyze all your interactions for better insights.
- **Reduce Manual Effort**  
Spend less time building queries and more time extracting insights from data.
- **Improve Business Agility**  
Act on your CX initiatives and opportunities for improvement quicker.
- **Customize Your Data**  
Align the structure of your data around your organization's processes and terminology.

