symanto
psychology ai

SYMANTO BRAIN
FOR CONVERSATIONAL AI
Create excellent conversational experience easier than ever

CHALLENGES

Poor conversation flows due to failed intent recognition: As most chatbots can only understand intent of which it has seen numerous examples, it can easily fail at identifying an intent expressed in a different way.

Chatbots often lack **emotional intelligence** and the ability to provide resonating responses to clients' emotional needs.

ALTERNATIVES

Create models in-house: It takes weeks or months to train a model and requires a huge amount of training data.

Use off-the-shelf NLP models: As chat conversations are short and contextual, off-the-shelf models often fail at analysing chat text correctly. Lack of customisation and finetuning possibility make them more difficult to use.

INTRODUCING SYMANTO BRAIN

Symanto Brain is the **next-generation AI engine** that allows users to create their own text analytics models instantly **with few or no training data examples. Functional in over 50 languages,** with the help of pre-trained classifiers/ prediction models, it enables users to understand various aspects in a chatbot/ agent conversation, such as intent, emotions or needs, and prompt the right response as a result.

WHY SYMANTO BRAIN

1. Build new AI models in minutes and customise them for any use case.
2. Build chatbots from scratch and/or enhance your chatbot to understand people's emotions & intents even if you don't have any prior knowledge of NLP.
3. Reduce time and costs for in-house technology development and model training.
4. Achieve global adoption of your product by providing regional language support for over 50 languages.
5. Increase your integration options - integrate a single model or the whole Symanto Brain engine to allow your team to create models anytime.

Example tasks	Example labels
Emotion detection	frustration, sadness, satisfaction, joy..
Intent detection	request, information-seeking, purchasing issues..
Process automation	order assistance, return item, report quality issue..
Tonality/ Communication style	friendly, polite/ impolite, formal/ informal..
Needs	seek quick response, require patient approach..

IN A NUTSHELL

Objectives of NLP	Building chatbot and virtual assistants without Symanto Brain	Coversational AI with Symanto Brain
Build high-quality intent classification models to correctly identify intent	User needs to provide multiple examples covering different ways of expressing each intent	Users can create an intent classification model instantly and without training data, as Symanto Brain makes predictions based on its understanding of the intent
Create nuanced models to enable more intuitive conversational flow	Off-the-shelf sentiment/emotion analysis models are not optimised for short texts and lack nuanced emotion in conversation	Users and solution leads can easily create nuanced emotion detection models tailored for conversation analysis (e.g. "frustrated", "annoyed, "grateful") within an hour
Build models to enable personalised conversational experience	Lack of rich NLU modules to truly understand customers and enable a natural personalised conversational experience	Users and solution leads can create custom models (e.g. tonality, personality) and use the outcome to personalise conversation flow and style, achieving a natural chat experience and customer satisfaction
Model improvement	Requires a large quantity of annotated data and a complex model retraining process	Model can be fine-tuned with as few as 10 examples per class via an easy-to-use Rest API