

SMAPWORKS launches an AI powered social listening tool offering analytics in 6 new European Languages

Summary: SMAP AI powered social listening tool is now available in six new European languages namely: Croatian, Hungarian, German, Slovenian, Slovakian, and Czech. Part of the Hungarian- Croatian cross border project, the social media analytics platform has localized and developed an algorithm that processes sentiments, intentions, entities, and themes.

This December, SMAPWORKS is launching a new platform offering analytics in six languages - Croatian, Hungarian, German, Slovenian, Slovakian, and Austrian. While making the announcement, SMAPWORKS spokesperson, Juan Daniel Goncalves said that localization to six new languages is part of the Hungarian-Croatian cross border project, where partners united to localize the Natural Language Processing (NLP) engine to these new languages. The company spokesperson added that the project is an “industrial pack” specially developed to help in understanding energy sector-related terminologies and text.



Growing social media use



With the number of social media users estimated to be 3.5 billion and given that the amount of information and data they share in the form of comments, opinions, videos, podcasts, photographs among others, the company spokesperson observes that social media is a powerful tool in generating useful business data. Given that it is increasing day and day out, businesses should also step up on the utilization of such valuable data and information. “Acquiring this data is just a part of the story, businesses should be able to apply practical analytical tools to make it useful in their operations as well as get a competitive advantage,” observes the SMAPWORKS representative.

The company which is providing innovation breakthrough solutions with Big Data and Social Media analytics seeks to provide businesses with analytics which they can use to improve operations boost their productivity and gain competitive advantage.

Benefits to be derived



The social listening AI-powered tool is capable of processing millions of comments per minute from social media. With the assistance of SMAP infrastructural databases and the localized language processing software business will carry out comprehensive market research activities; conveniently and in a cost-effective manner.

Social listening helps businesses monitor their brand health and prevent reputation crises. With this product, you will monitor the brand name, product names as well as the names of the key person in the company,” said the company spokesperson while articulating how social listening benefits a business.

Other benefits include: improving customer services through responding to the social mention in real time, monitoring competition marketing strategies and learn from them, finding hot leads, getting influencers to work with, discovering PR opportunities through researching new sites and journalists, improving the product through the feedback that is given by the customers and researching on anything related to the business through analyzing online data.

Training



With an understanding that industries differ greatly in regards to specific terminologies that are used, SMAPWORKS also aims at providing an industry specific pack. Towards this end, they are providing training through e-learning courses for Analysts. This according to the company spokesperson will help improve their knowledge on SMA. The e-learning course is provided by instructors who have over ten years worth of combined experience in setting up and application of online modules. The company spokesperson says they are aiming at providing an inclusive and effective learning experience with an online suite that is localized to all their target markets.

“The world is moving fast, customers are more complicated than ever, their needs are to be met quickly. Traditional market research may not be effective in helping your business achieve this. With our social media analytics which is now expanded to cover more European languages we are helping measure feedback, allowing you to move quickly in responding to any concerns. As part of the Croatian- Hungarian consortium we have found a way, we are taking your market research to a new level,” said the company representative while urging businesses to adopt the tool and gain the benefits presented by the revolutionary and innovative solution.

For more information visit: www.smameworks.com

The project (project code: 2019-LPP2-006) operates within the scope of the Beneficiary Light (B-Light) Grant Scheme and Interreg V-A Hungary-Croatia Co-Operation Programme 2014-2020 SMAPWorks provides Social Media Analytics Reports and SMA Platform Services. Using Big Data and AI technology, the platform has the capacity to analyze millions of posts in one minute

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