



Superior customer experience, built on accurate intent extraction



Understanding intent of any message is critical to accurately respond to customer issues, concerns, or queries. Sainapse's patented intent extraction algorithm goes beyond parsing key words and phrases, to enable appropriate responses to customer queries even if different issues are expressed similarly.

Status Quo

Communication today has nuances, slang, and variations depending on where we live, and whether we are using formal or informal speech. Every business and industry uses terminology that is very contextual.

Different customers may express very different issues using very similar words; conversely, they may describe the same issue using very different words or phrases. Going past the words or phrases to get to the core of the issue is critical for customer delight.

Bridging the Gaps

NLP based approaches address these to some extent, but they are only as good as the quality of dictionary or thesaurus that is defined as part of the language pack, and that needs constant updating to stay accurate.

A different approach is to use customer specific data to build a language model that is very contextual to them and obviate the need for maintaining dictionary or thesaurus. The language model evolves with evolving enterprise data thru continual learning.

The Sainapse Edge

Sainapse is powered by a patented multifield distance function including an indexing algorithm. Sainapse's quick and accurate intent extraction is part of this patented process.

Sainapse gets trained on customers' context-specific data that includes acronyms, mixed language expressions, and company-specific jargon, and is therefore super-focused and custom-built for problem-solving by classifying issues, recommending resolutions, and triggering downstream actions. What is truly unmatched is that all of this occurs in the 'language of the user'.

What it means for you

- Eliminate the need to maintain language packs, dictionaries or thesauruses
- Cognitively understand business terminology in the context in which they occur
- Elevate customer experience by letting users communicate in their own language

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