NLP in the Enterprise

Claudiu Musat
Data Scientist
Swisscom AI Lab

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Proven business models are disappearing

> SMS messages were a CHF 400 million business — which no longer exists.
> Text messages have been replaced by the WhatsApp service, an Internet company.
>
> Der Bund

Swisscom Enterprise Customers

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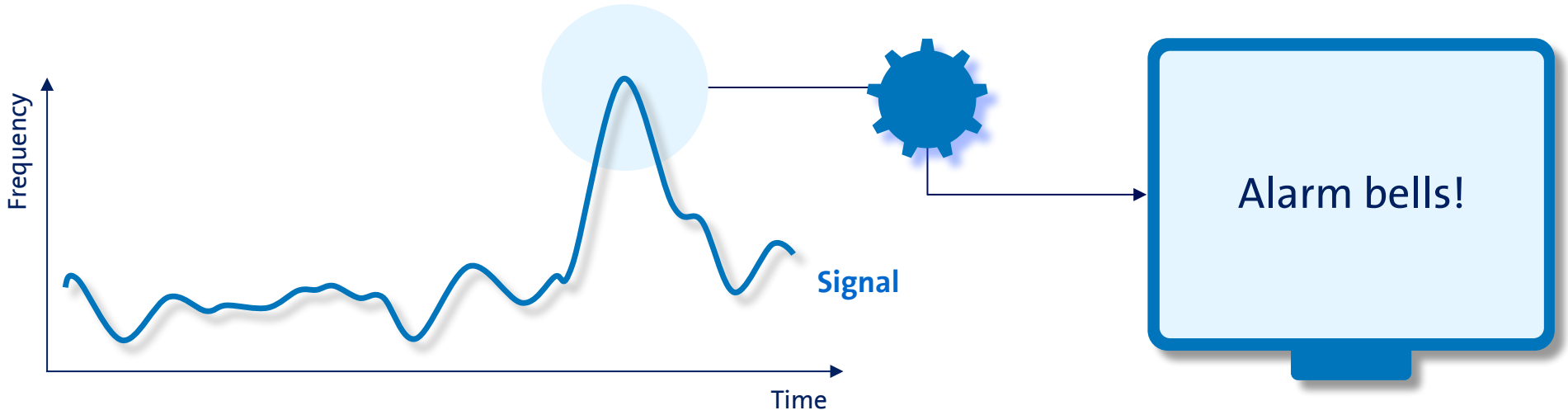
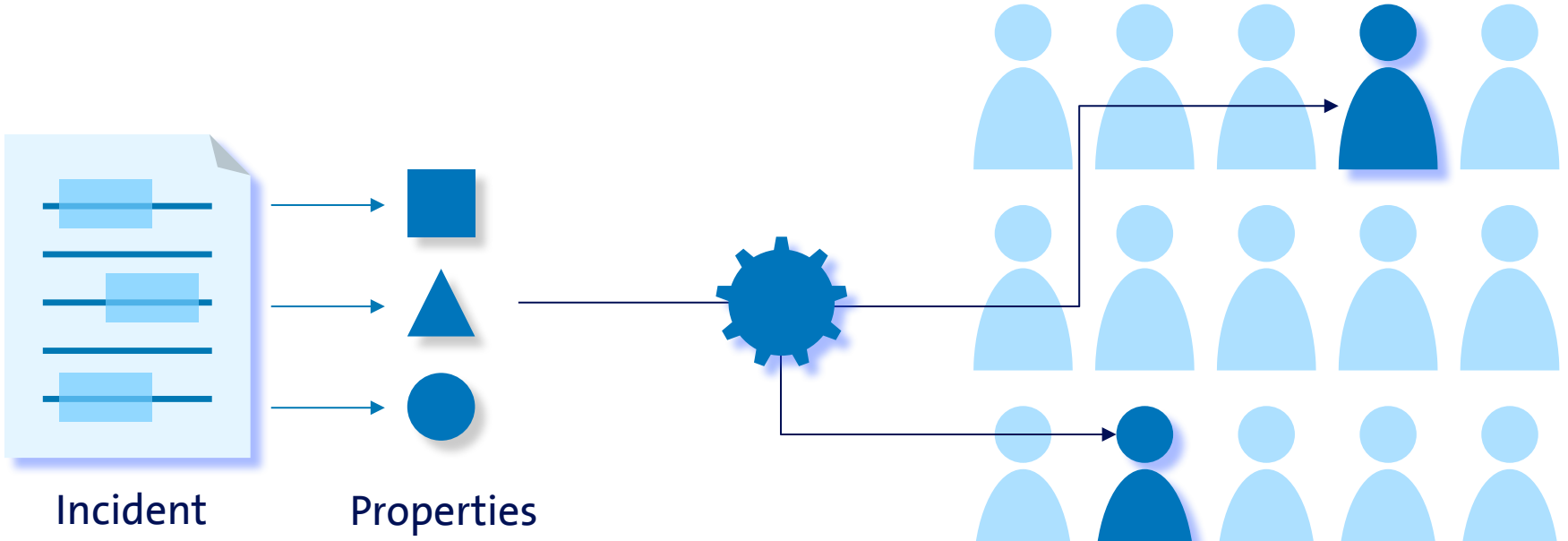
NLP Use Cases


Frequency
Time
Signal
Alarm bells!



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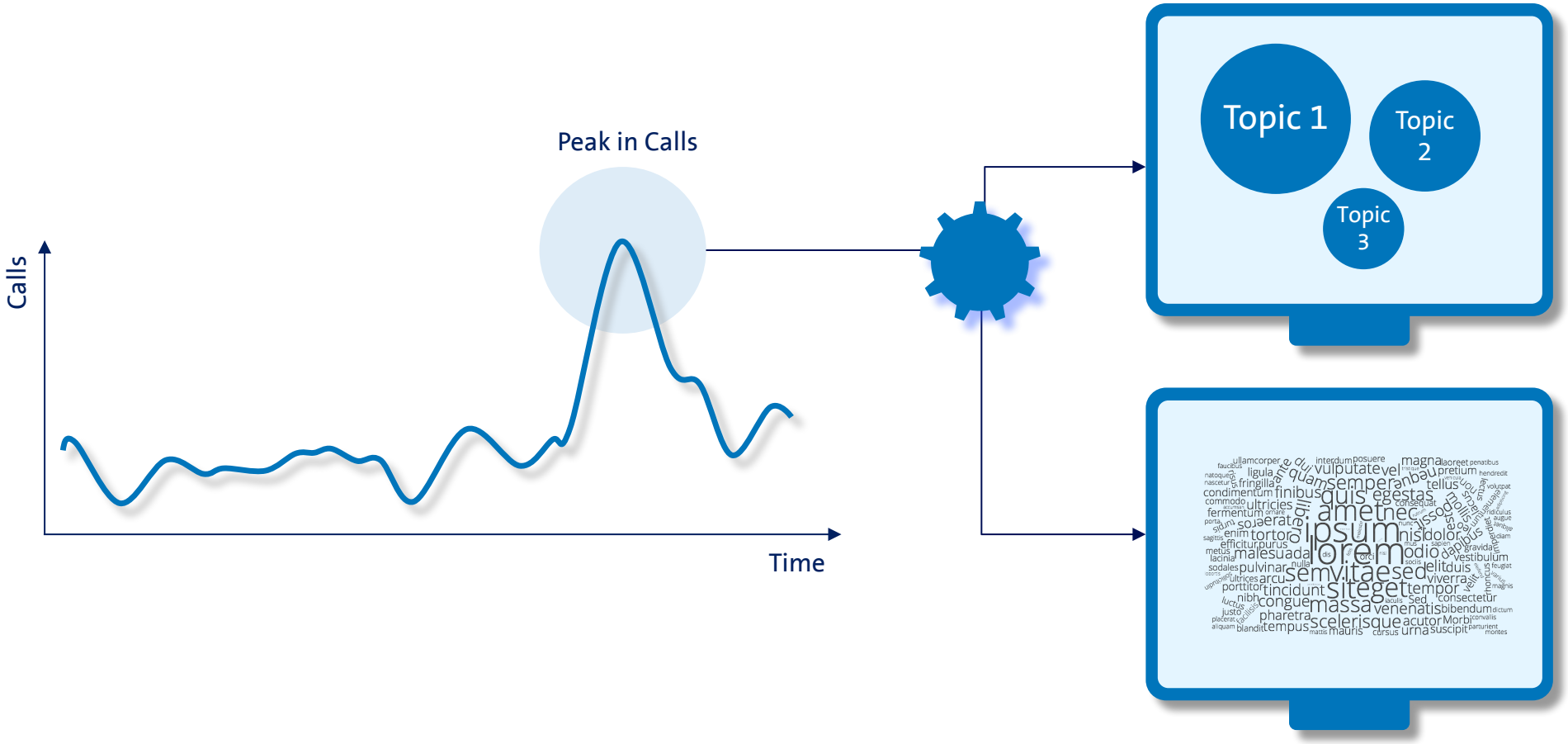
Incident
Properties
Alarm bells!
Prediction of potential incidents



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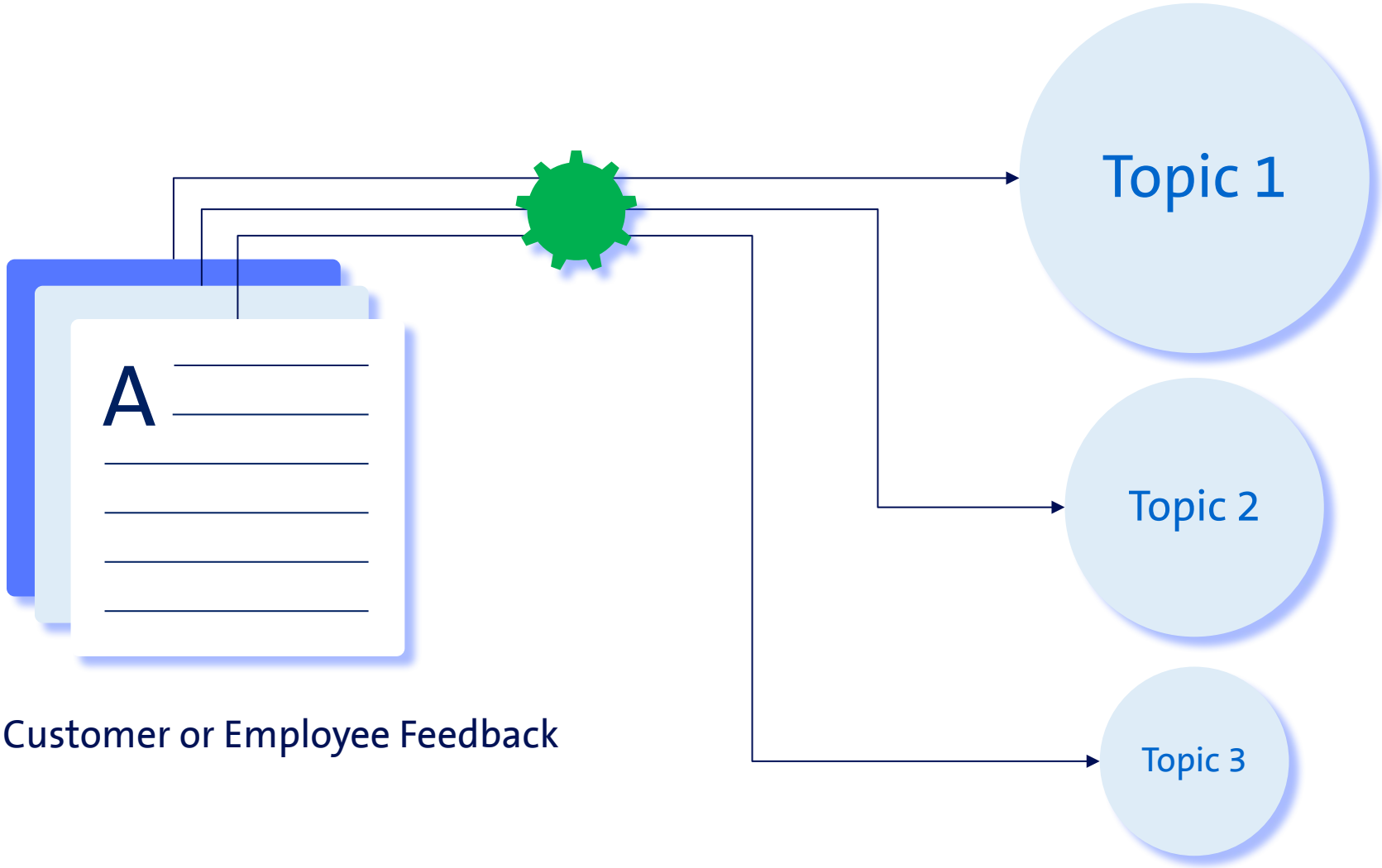

Customer or Employee Feedback

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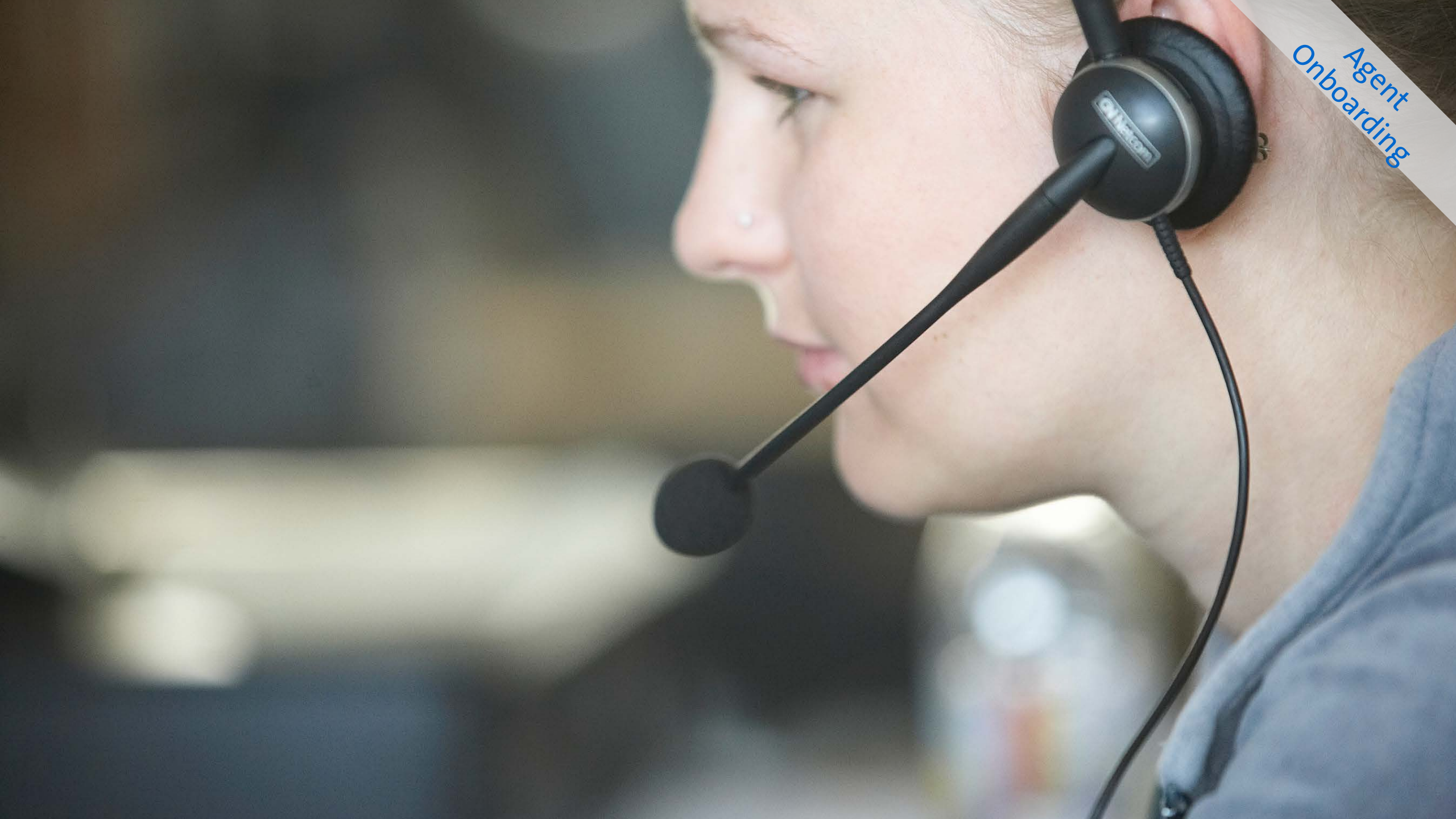
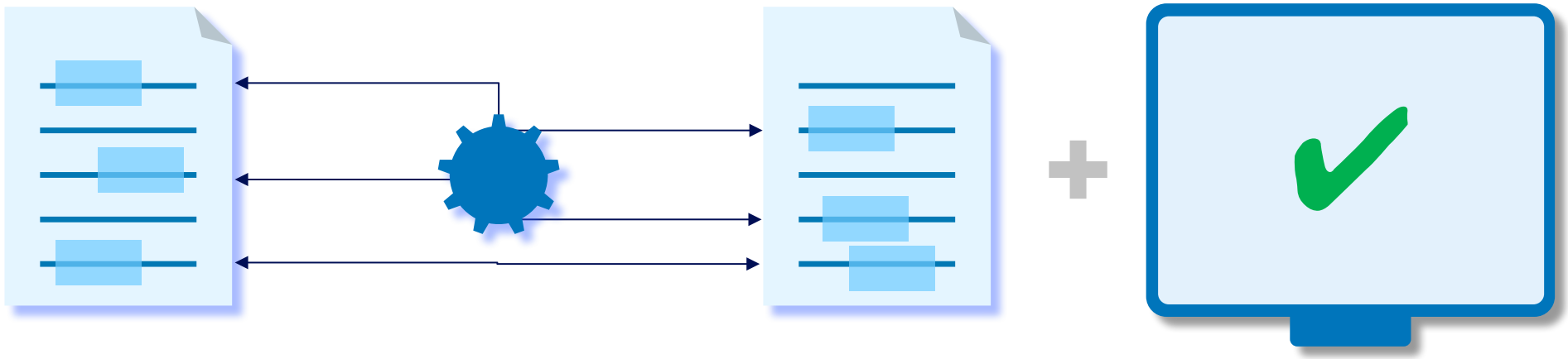

Agent
Onboarding



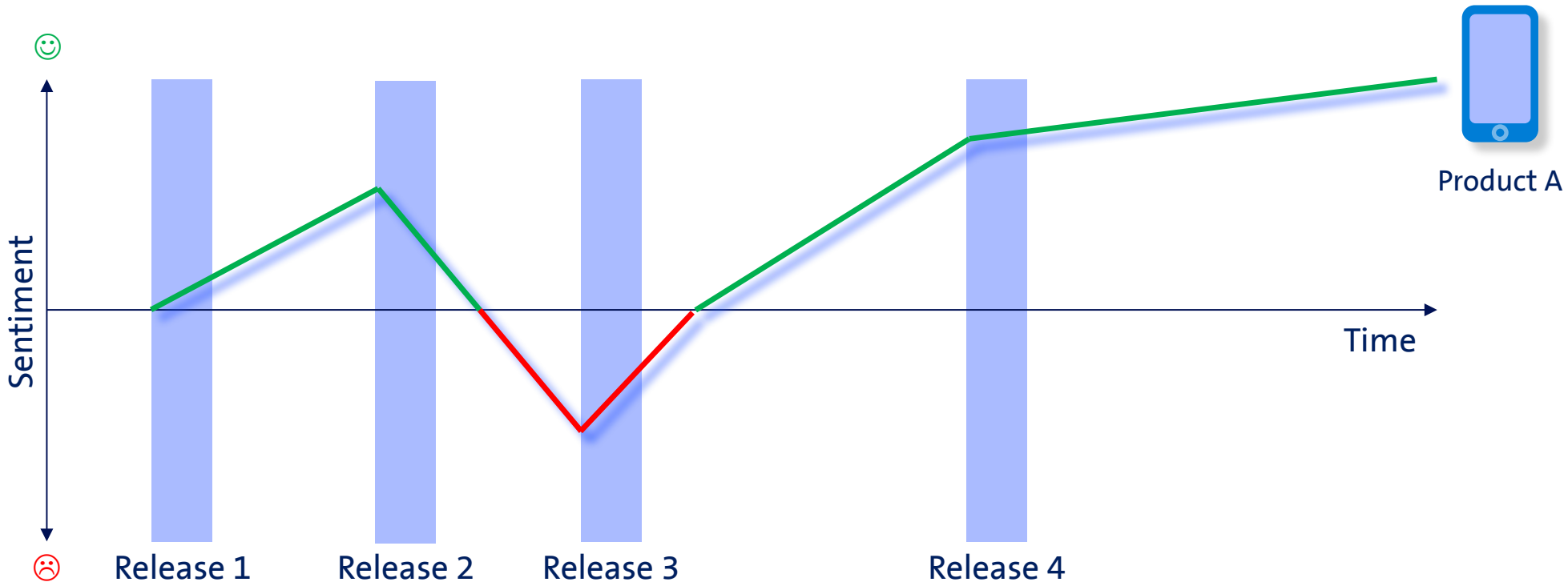
Incident Ticket

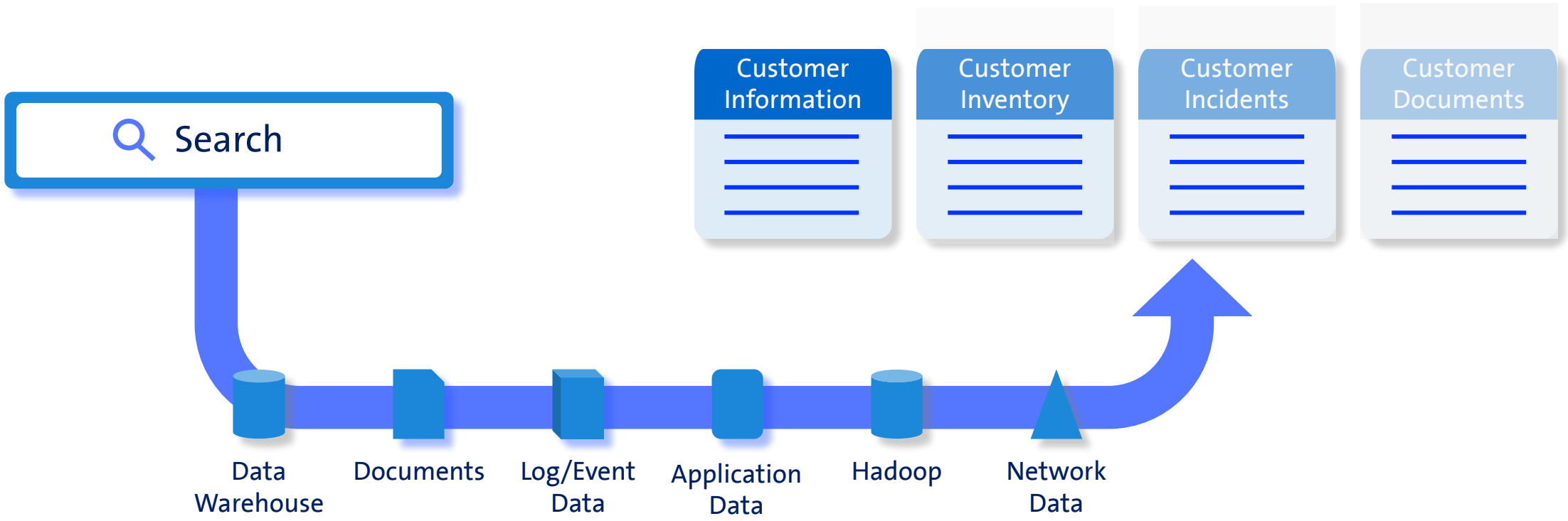
Similar Ticket

Solution to similar Ticket

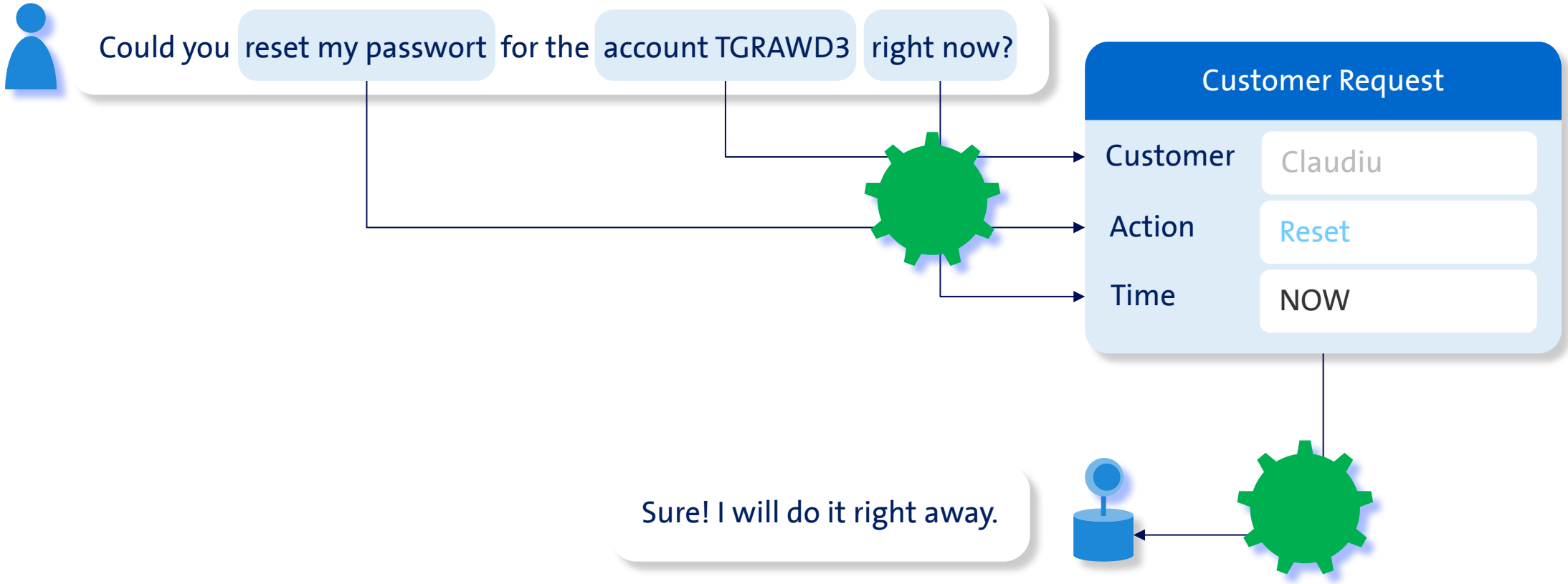
Sentiment
KUNDENFEEDBACK
EINGABE
10 positive, 29 neutrale und 23 negative Feedbacks zu swisscom tv
9 Feedbacks
1 positiv
3 neutral
5 negativ
MacBook Air

Sentiment Timeline




Search
Customer Information
Customer Inventory
Customer Incidents
Customer Documents
Data Warehouse
Documents
Log/Event Data
Application Data
Hadoop
Network Data

Request Automation



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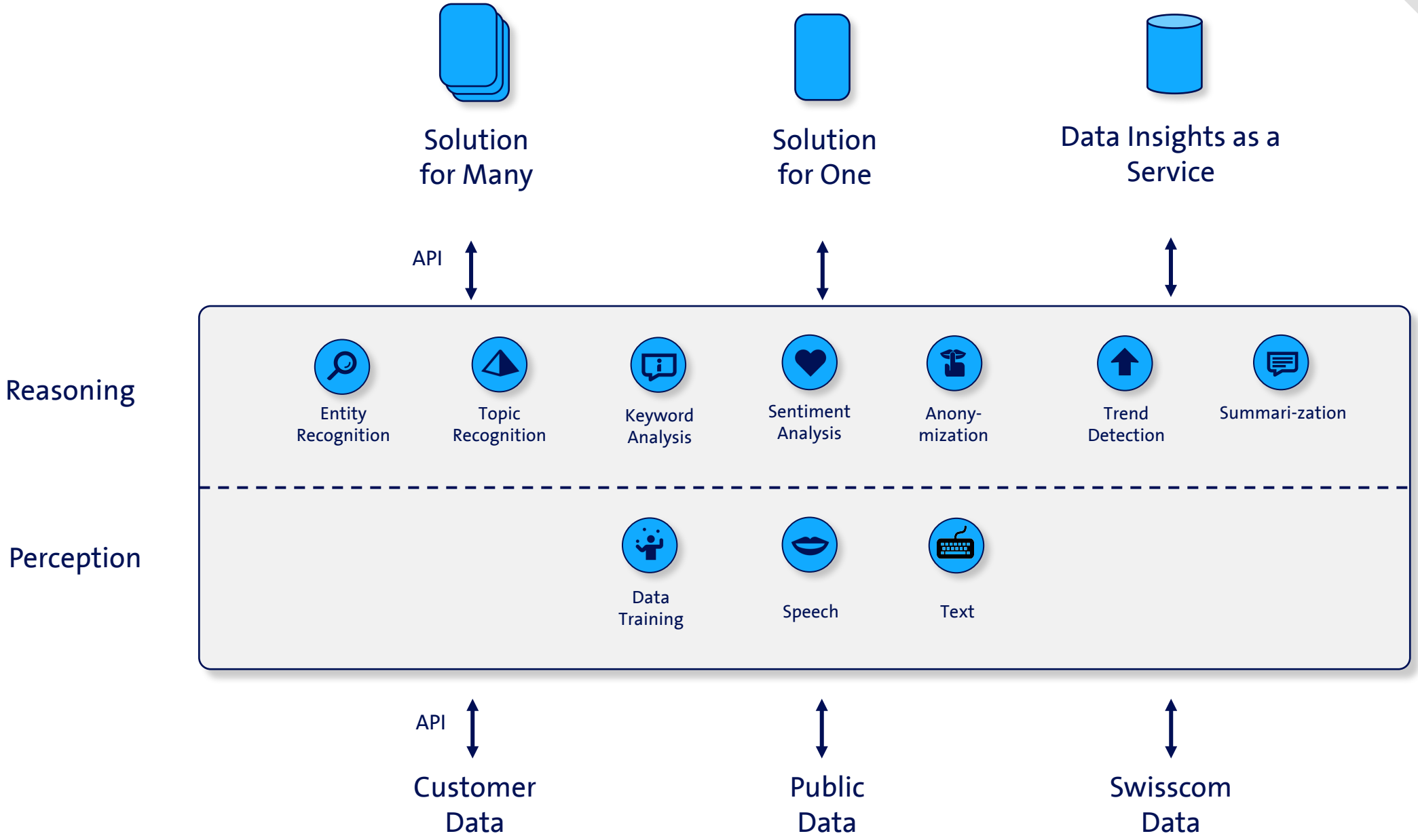
Our Stack

Swisscom AI Enablers



Enablers Showcase

SEARCH

Swisscom × Swisscom TV ×

SET ALERT

SUBSCRIBE

FILTER

23–26 August

Positive Neutral Negative

AI-GENERATED INSIGHTS

Kunden äussern sich im Moment positiv über **Swisscom TV** und **Fernbedienung**.

Summari-zation

TOPIC CARDS

Entity Recognition

Kundenfeedback über **Swisscom** waren überwiegend positiv.

> 1'500 Erwähnungen seit Montag

1 / 6

Reaktionen zu **Swisscom TV und Release 2.0** waren überwiegend positiv.

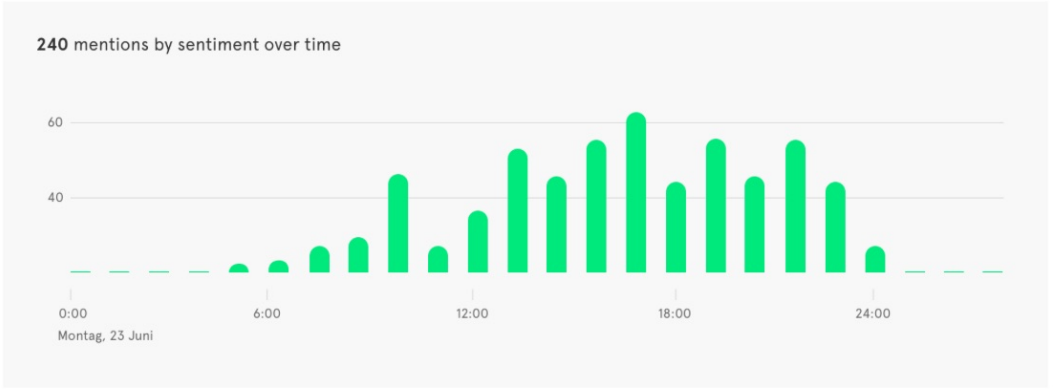
2 / 6

Kunden äussern sich im Moment negativ über **Swisscom TV und Fernbedienung**.

3 / 6

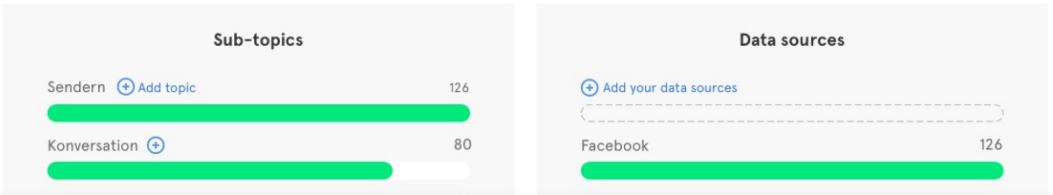
Trend Detection

Sentiment Analysis



Keyword Analysis

Topic Recognition



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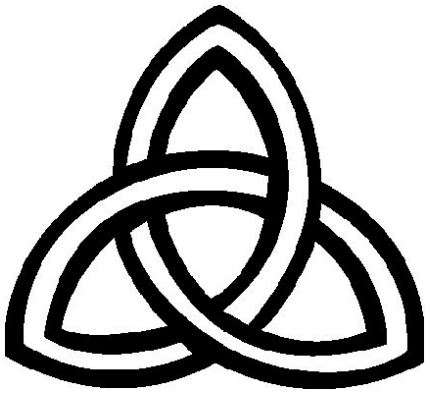
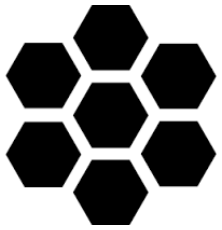
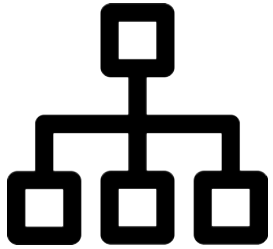
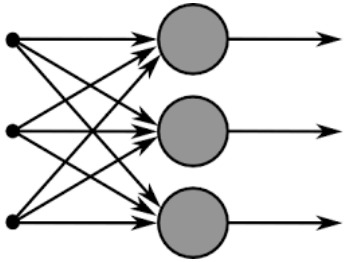
Looking Forward

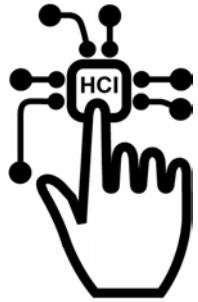
Directions



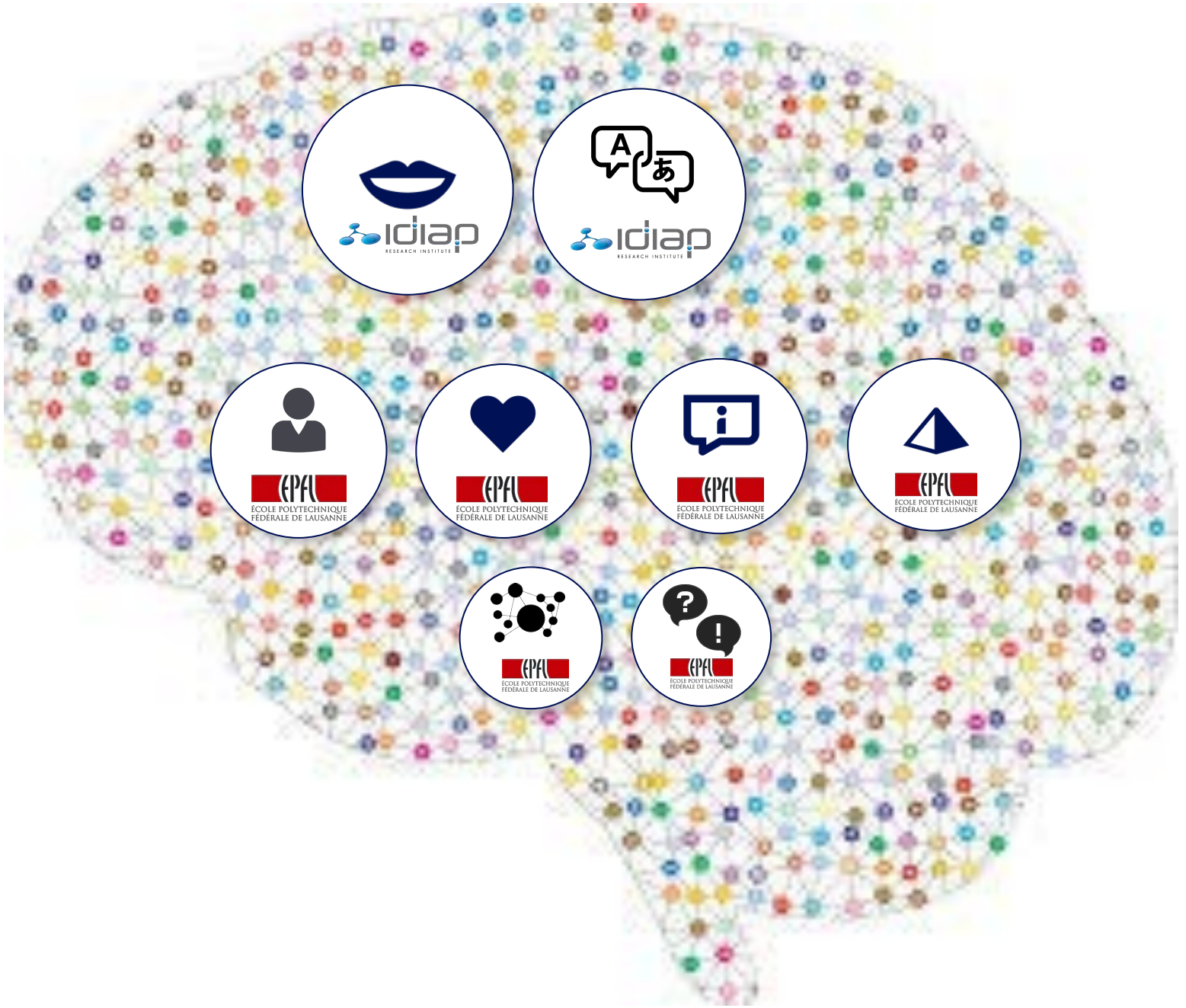








Research Projects



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ASR & MT

BE ZH VS

DE CH

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THE UNIVERSITY OF EDINBURGH

DE FR

DE

TensorFlow

DE CH

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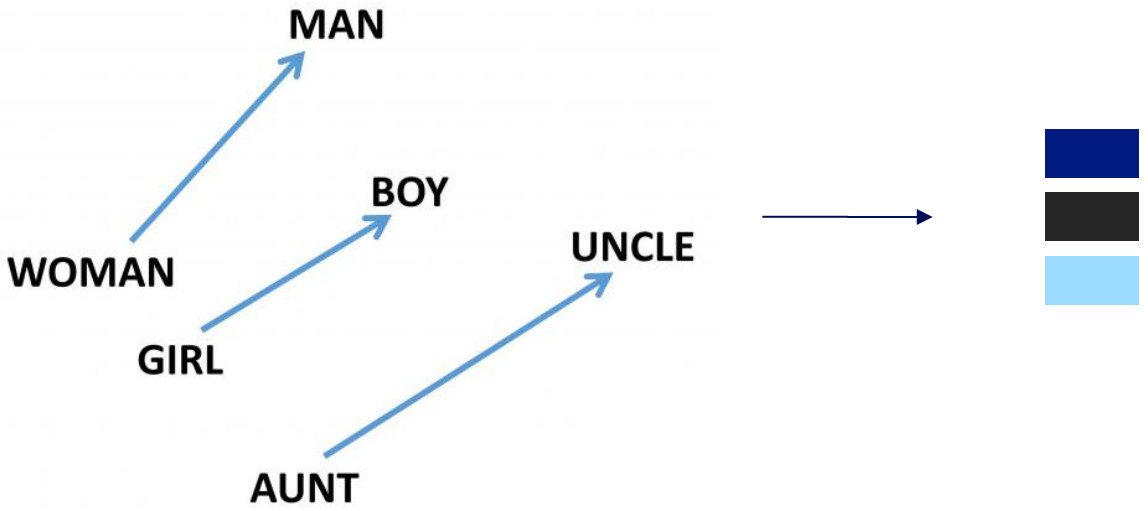
Key Phrases

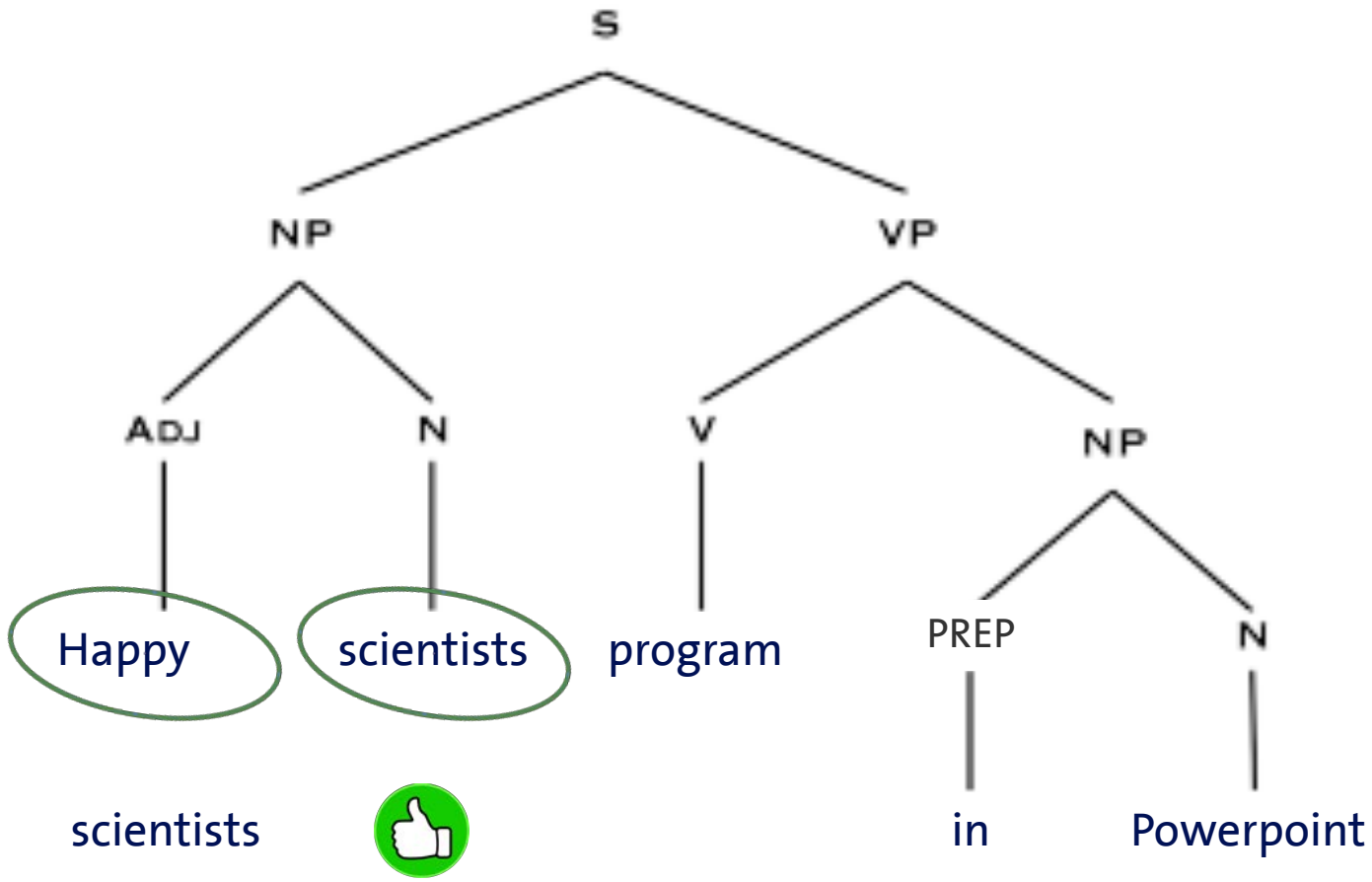


Opinion Mining (MS Thesis)

Master Thesis

BIO:

Happy	O
scientists	B-Aspect
program	O
in	O
Powerpoint	O



Named Entities

Master Thesis

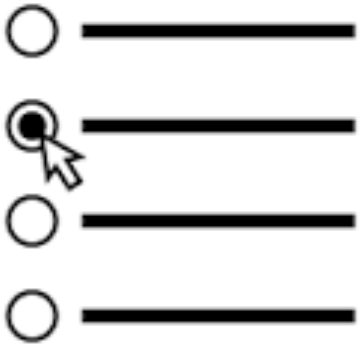
WikiNER

Location?

Zurichsee
Zürisee

Chatbots

Master Thesis



Retrieval

Memory

Personalization

Thank you!

Claudiu.musat@Swisscom.com

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