



NICE & Microsoft Integration

Highlights & Benefits

- Uncover insights such as sentiment, entities and key phrases in unstructured text

Leave it to NEVA to Discover Insights

Identify key phrases and entities such as people, places, and organizations to understand common topics and trends. Classify medical terminology using domain-specific, pretrained models. Gain a deeper understanding of customer opinions with sentiment analysis. Evaluate text within a wide range of languages.

How it works together?

NICE's unattended robots submit requests to Microsoft Text Analytics. This can be done via one of the following services:

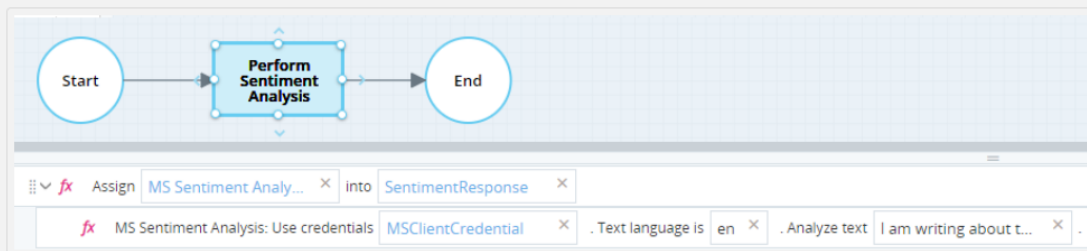
Sentiment analysis requests from specified text from Microsoft Text Analytics to obtain a sentiment score from 0 (negative) to +1 (positive)

Example

This example requests sentiment analysis on the following text:

I am writing about the service I received on Monday. I was extremely satisfied and would like to thank you very much for the fantastic service.

The workflow is shown below. The result is stored in the variable **SentimentResponse**.



The results are shown below.

▼ SentimentResponse	MS Sentiment Re...	11:10:49
> Errors	0	
Score	0.9817484617233...	11:10:49

The sentiment score of 0.98 indicates a very positive sentiment.

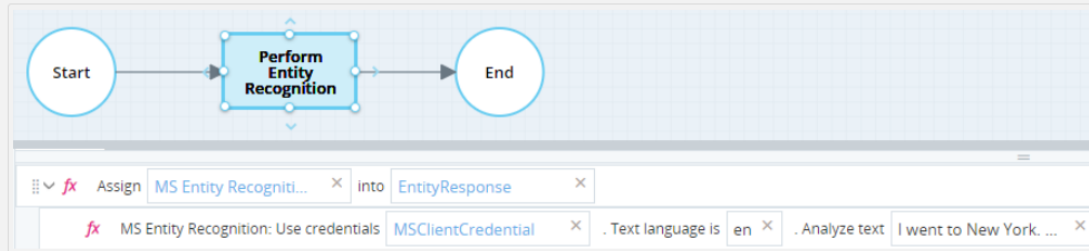
Entity analysis requests of specified text to identify named entities present in the text

Example

This example requests entity recognition on the following text:

Paris was extremely enjoyable. Our guide, Guy de Lombard, was helpful and pleasant. Unfortunately, our hotel, Chateau Granville, was dirty and offered terrible service.

The workflow is shown below. The result is stored in the variable `EntityResponse`.



The results are shown below.

EntityResponse	MS Entity Response	11:21:21
Entities	3	
Is Empty	false	11:21:21
123 Number of Elements	3	11:21:21
Element 1	MS Entity	11:21:21
Aa Entity SubType		--
Aa Entity Type	Location	11:21:21
Match Records	1	
Is Empty	false	11:21:21
123 Number of Elements	1	11:21:21
Element 1	MS Match Record	11:21:21
.000 Entity Type Score	0.6029043793678284	11:21:21
123 Length	5	11:21:21
123 Offset	0	--
Aa Text	Paris	11:21:21
.000 Wikipedia Score	0	--
Aa Name	Paris	11:21:21
Aa Wikipedia Id		--
Aa Wikipedia Language		--
Aa Wikipedia URL		--
Element 2	MS Entity	11:21:21
Element 3	MS Entity	11:21:21

Note the following:

- Three entities were identified.
- Paris was identified as a location.
- Paris is mentioned once in the text.
- The length of the word Paris is 5 characters, and starts at the start of the text (offset is 0).

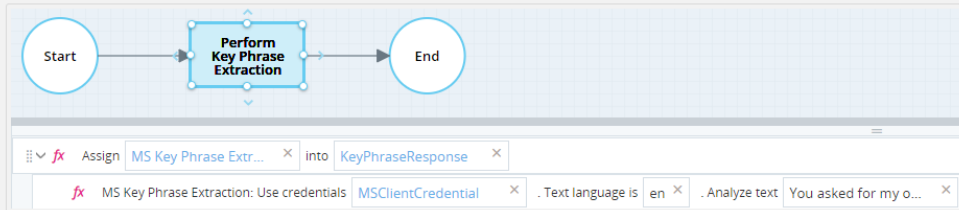
Requests for key phrase extraction from specified text

Example

This example requests key phrase extraction on the following text:

You asked for my opinion on your service. I would say that I am happy. The workers were polite, but on the other hand I can't overemphasize how long they took to finish the job. They left in a hurry and did not clean up after.

The workflow is shown below. The result is stored in the variable `KeyPhraseResponse`.



The results are shown below.

KeyPhraseResponse	MS Key Phrase Res...	11:32:46
Errors	0	
Key Phrases	6	
Is Empty	false	11:32:46
123 Number of Elements	6	11:32:46
Aa Element 1	opinion	11:32:46
Aa Element 2	service	11:32:46
Aa Element 3	workers	11:32:46
Aa Element 4	hand	11:32:46
Aa Element 5	job	11:32:46
Aa Element 6	hurry	11:32:46

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