Online Customer Support Optimisation

Keep your customers interested with unique and original content!

CNGL can help you improve customer communication and strengthen your digital marketing activities by making better use of both company and user-generated online resources with our innovative customer support optimisation technology.

Industry Challenge

Content creators often waste valuable resources as they sift through existing descriptions of technical problems and solutions to create original and relevant customer support content. Not only is the generation of original content time consuming and costly to create; near duplicate content also negatively impacts digital marketing by lowering online search rankings, potentially resulting in missed opportunities for your organisation.

CNGL partnered with Symantec, one of the world’s largest security and backup software corporations to develop an automatic solution; an online support tool that could quickly identify and group near duplicate documents from a large digital repository of more than 200,000 technical and customer care documents.

The CNGL Solution

CNGL’s content analytics experts developed ‘SlmFast’ an online customer support optimisation tool, which identifies near duplicate content within large digital content collections (e.g. customer support repositories), slimming down and removing costly manual intervention.

SlmFast uses state-of-the-art text analysis and information retrieval technology to visualise results, which are grouped by category, highlighting any differences within the documents.

This enabled Symantec’s content managers, marketers and customer service managers to optimise their customer support resources more effectively, leading to significant cost savings and overall improvement in customer care.

Industry Partner

Symantec

www.symantec.com

Status

Symantec is currently licensing SlmFast technology from CNGL. SlmFast was delivered to industry within a four-month period.

About CNGL

CNGL Centre for Global Intelligent Content is a collaborative academia-industry research centre, dedicated to making sense of the digital world by delivering disruptive innovations in digital media and intelligent content. Our advanced content processing technologies adapt and personalise digital content to meet the evolving needs and preferences of customers across global markets.

To learn more about how your company can manage digital content assets more effectively, contact: collaboration@cngl.ie