

Converseon's Conversus.AI™

The Industry's Most Powerful Text Analytics Platform Powering Enhanced Social + Consumer Intelligence



WHAT IS CONVERSUS.AI™?

Converseon's Conversus.AI™ is an award-winning, "no code" text analytics platform that allows even non-technical users to build, customize, validate, and seamlessly deploy high-performance NLP models. These models can be deployed directly to datasets within the platform or via API through a wide range of integrated third-party social listening, business intelligence and CX solutions.

On a subscription basis, users can access hundreds of prebuilt, industry-specific models, build their own or modify existing models to meet custom definitions and needs, validate model performance, and deploy models easily. Flexible data inputs and outputs position Conversus.AI™ as a premier "middleware" solution for conversation intelligence enhancements.



WHY IT MATTERS

In our polarized world, getting to the right data quickly is imperative but often a challenge.

- Poor data quality costs the US economy up to \$3.1 trillion yearly.
- In 2020, every person generated 1.7 megabytes in just a second.
- Internet users generate about 2.5 quintillion bytes of data each day.
- 95% of businesses cite the need to manage unstructured data as a problem for their business.



WHY IT MATTERS (CONT.)

With Conversus.AI™, your organization can get to the data that matters through a library of prebuilt models that elevate social and consumer intelligence from descriptive to predictive.



CAPABILITIES & KEY BENEFITS

- Enables even non-data scientists to rapidly build, validate and deploy custom models for advanced classification and insights
- Automated validation scoring allows for optimal design, minimization of bias and clear understanding of model performance.
- Unsupervised topic modeling algorithms provide cutting-edge automated topic discovery, tailored for conversation data.
- REST API integrations enable simple integration into platforms and partners. Integrations are available between top social listening, business intelligence, and customer experience platforms.
- Reduce the cost and time associated with custom model development by subscribing to models from our large prebuilt model library. Prebuilt models are available by industry.
- Studies have shown that Converseon's models have predictive capabilities.

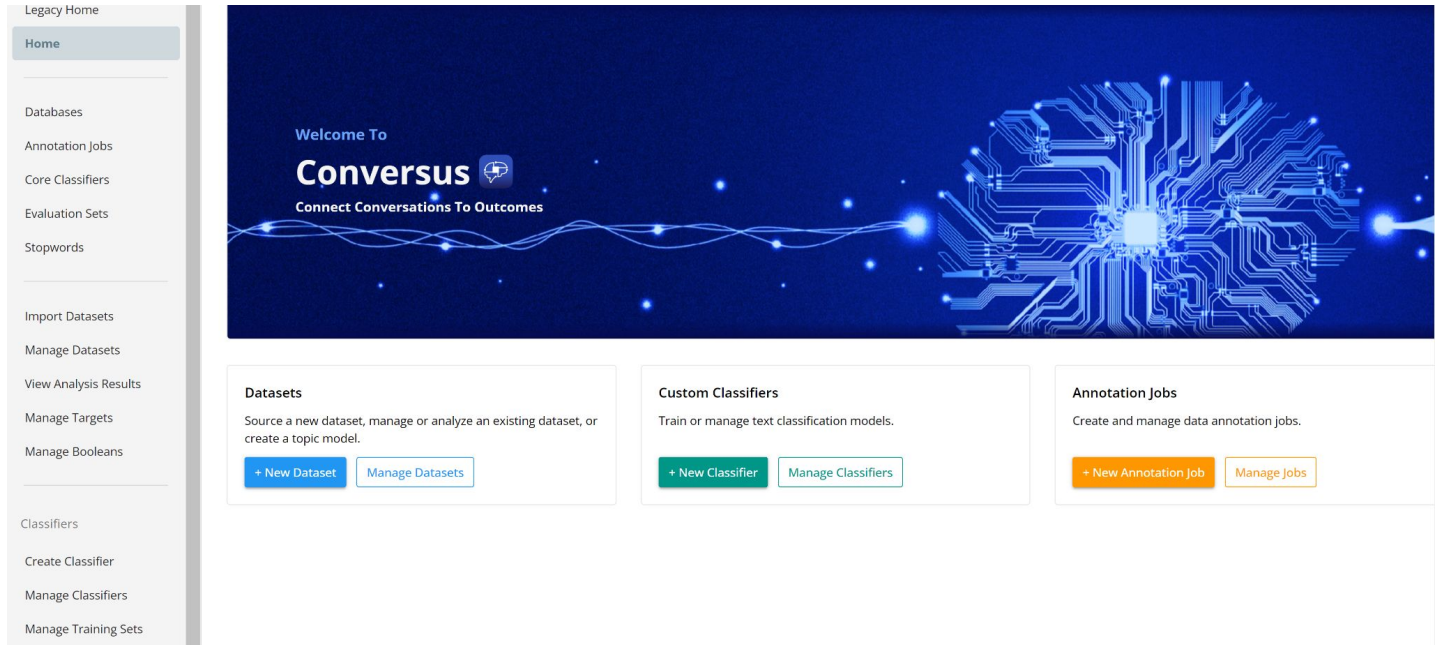


"Converseon's NLP and applied AI approach helps us stay on the cutting edge of social listening and help us transform the data into actionable intelligence in areas ranging from corporate reputation to customer loyalty." - Walmart



HOW IS IT PRICED & LICENSED

Conversus.AI™ is available by subscription and our basic package pricing starts at \$36,000 annually. Please inquire for more details.



The screenshot shows the Converseon dashboard. On the left is a navigation menu with categories: Legacy Home, Home, Databases, Annotation Jobs, Core Classifiers, Evaluation Sets, Stopwords, Import Datasets, Manage Datasets, View Analysis Results, Manage Targets, Manage Booleans, Classifiers, Create Classifier, Manage Classifiers, and Manage Training Sets. The main content area features a header with 'Welcome To Converseon' and the tagline 'Connect Conversations To Outcomes'. Below the header are three main sections: 'Datasets' with '+ New Dataset' and 'Manage Datasets' buttons; 'Custom Classifiers' with '+ New Classifier' and 'Manage Classifiers' buttons; and 'Annotation Jobs' with '+ New Annotation Job' and 'Manage Jobs' buttons. The background of the dashboard is a blue-themed graphic of a brain composed of circuitry.

WHAT OUR CLIENTS SAY

“The combination of Converseon’s custom NLP and predictive modeling has helped us accelerate, evolve and drive broader adoption of our social listening efforts. In addition to advancing our social listening capability, Converseon ML models have made our social listening data more trustworthy and relevant, allowing us to complete our research with confidence.”

-Johnson & Johnson

WHO BUILT THIS

Converseon, a well recognized leader in NLP and social intelligence since 2008 with support of key partners and data science experts. Result of multi year investment partnering with industry leaders and brands in reputation measurement, data and frameworks.