

SEE Clearer Insights Using Sentiment, Effort and Emotion

3 hours, Instructor-Led

Focus on understanding how to read and understand Sentiment and Effort scores and utilize the Emotions Category Models to discover actionable insights. Topics include: Defining sentiment and how sentiment is calculated, identifying how sentiment is different from other technologies, understanding what impacts sentiment, tailoring sentiment for business requirements and evaluating effort and emotion for various data sources.

Pre-requisite Courses: Fundamentals of Clarabridge, Introduction to Dashboards in CX Studio and Basic Categorization Skills

Who should attend?

This course is meant for data and business analysts who will need to understand how sentiment, effort and emotion is calculated and read as well as identify areas where sentiment accuracy may need to be tuned.

Course Agenda at a Glance

Topics Covered	Learners will be able to:
Understanding and Reading Sentiment <ul style="list-style-type: none"> - Define Sentiment - Read Sentiment - Differentiate from other Technologies 	<ul style="list-style-type: none"> - Define sentiment - Explain color-code and markings of previewed sentences - Explain how sentiment is calculated - List differentiators for Clarabridge Sentiment
Modify Sentiment for the Business <ul style="list-style-type: none"> - Tune Sentiment - Identify Potential Exception Rules 	<ul style="list-style-type: none"> - Explain how to tune sentiment at word level - Explain what modifiers and negators affect sentiment
Drive Business Outcomes <ul style="list-style-type: none"> - Analyze Sentiment in Dashboards - Use and Advocate as a Metric - Include Effort and Emotion Analysis 	<ul style="list-style-type: none"> - View Dashboards with sentiment metric - Describe and advocate Sentiment to be used as metric - Use Effort Score - Include Emotions Category models to discover insights