TextFlux Tool-suite

The Problem

Organisations often need to collect, assimilate and summarise text data. A typical scenario might be carrying out analysis of customer feedback given for an event such as a training webinar or the presentations given at a conference. Another example is feedback from customers who give reviews of smartphone apps, TextFlux will look through the reviews and identify problems with the app in realtime.

There are software tools available that can assist in the aggregation of data. However, we feel that these tools may sometimes not provide high quality analysis, and can produce inaccurate or unstable results. Since the results cannot sometimes be trusted, organisations have to revert to doing the analysis manually.

The Objective

Adept secured InnovateUK funding to create an AI based text analysis tool with improved accuracy. The tool uses AI research from Robert Gordon University, that checks the accuracy of the analysis, and distinguishes between general comments and specific comments that contain important information. Existing tools can be prone to miss out vital details in a summary, and have seemingly been known to add in extra information based on a misunderstanding of the context.

The Solution

The InnovateUK project is finishing on 30th November 2023 and Version 1 of the TestFlux tool-suite is now available for trials. TextFlux is given a data source and produces a summary of your organisation's selected base data. Our research compared summaries generated by other analysis tools with summaries from the TextFlux tool and found that sometimes other analysis tools miss out vital information critical in making product/service improvements.

Put TextFlux to the test

If you feel that your organisation would benefit from enhanced assurance of accuracy and quality you may like to test TextFlux out with a free trial?

Product Features

- The TextFlux tool goes through large datasets at speed to carry out semantic, thematic and sentiment analysis much faster than humans can.
- TextFlux helps you to find trends over periods of time to understand and learn at a macro level what you can do in order to tweak and improve your product/service based on user feedback.
- TextFlux can handle a combination of structured and instructed data.