

A Market Research Firm uses Nividous Smart Bots for Intelligent Data Extraction from Deal Announcements

Organization

The customer offers a distinctive combination of consulting and research capabilities to global companies and enables them to make critical business decisions with maximum positive effect.

Challenges

The customer has a crucial process for offering fact and experience-based research to capture the essential outsourcing deals within Information Technology (IT) and Business Process (BP) sectors that have been signed across the globe. This research helps service providers to get a better understanding of their competitor's strategies and offerings.

Research analysts were required to spend significant hours daily for a highly manual and time-intensive process of identifying certain category of news for IT and BP markets through excel filtration, internet search, data extraction, and summarization. The process was repeated for hundreds of records manually taking away large part of the total bandwidth of the research analysts and not allowing them to focus on more productive customer facing tasks.

Solution

Nividous Smart Bots with Machine Learning (ML) and Natural Language Processing (NLP) capabilities automated the end-to-end process by intelligently performing several tasks in minutes, including those that require human-like cognitive capabilities.

- ④ Filtering the excel data to identify required news articles to process
- ④ Searching on the internet, prioritizing sources link, fetching article
- ④ Extracting and summarizing necessary information such as deals, mergers, etc
- ④ Identifying functional scope and mapping that into an Excel along with other details

The Bots log the confidence level of processed data for users to prioritize for review.

Benefits



Reduction in process time



Optimization of analysts



Improved productivity

Processes automated

- ④ **Extracting critical information from Deal Announcements (Articles) using ML and NLP**

Industry

Market Research

With the help of intelligent automation capabilities of Nividous Smart Bots, our skilled research analysts are now free from cumbersome tasks. They can focus their time and efforts on productive tasks involving their research expertise. We have seen significant improvement in the end-to-end process turnaround time and both in employee and customer satisfaction.

Vice President - Information Services
A Leading Market Research Firm

For more information on how businesses are using Nividous platform visit:
<https://nividous.com/case-studies#others>