



# TalkAboutIT Brings a New Level of Precision to Text Analytics

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*Fortune 500 Text Analytics Professionals Create a New Text Analytics Platform*

AMSTERDAM, NETHERLANDS, NETHERLANDS, September 21, 2017 /EINPresswire.com/ -- Today, GemSeek announced the launch of TalkAboutIT, a ready-to-fire [text analytics](#) platform which helps companies unlock the value of customer feedback.

Glen Khouw, founder and CEO of GemSeek and TalkAboutIT said: "TalkAboutIT will apply fortune 500 text analytics experience to the businesses using it". "We have embedded our knowledge, experience and passion for Customer Experience and Data Science in the TalkAboutIT platform. The platform provides a self-serve environment to identify patterns in unstructured text.

TalkAboutIT is backed by a team of customer experience professionals, data scientists and linguistic experts. Understanding what customers care about is at the focus of the TalkAboutIT platform:

- Customer Feedback - Analyzing unsolicited feedback left by customers via call centres, email or contact forms.
- Surveys – NPS, CSAT and others – insights from answers of open-ended survey questions
- Rating and reviews - insights from ratings and reviews on the customer's website or on sites such as Amazon, Yelp! and many others.
- Social media - analyzing the trends in posts, comments, tweets and replies on social media.

About TalkAboutIT: TalkAboutIT is created by GemSeek - a Research and Analytics firm with 180+ professionals, part of the Future Thinking Group - with offices in London, Oxford, Amsterdam, Sofia, Dubai. GemSeek is founded by former senior managers at F500 companies who deploy their in-depth understanding of customer analytics and corporate decision-making to solving their client's most pressing business challenges.

Visit – [www.talkaboutit.net](http://www.talkaboutit.net)

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