

E-commerce

TURN CUSTOMER REVIEWS INTO WINNING DATA INSIGHTS

INTRODUCING

A powerful no-code AI solutions pipeline for the extraction, classification and sentiment analysis of customer reviews from complex global e-commerce platforms.



NO-CODE AI PIPELINES

Listening to your customers has never been more critical.

How can you truly engage the hearts and minds of your customers if you don't understand their goals, their desires and their motivations?

Intelligent listening can be your ultimate competitive advantage.

To conduct granular data extraction and analysis of multilingual customer reviews and reply commentary from e-commerce sites, social and even messaging platforms, sophisticated AI technology is needed.

However, most e-commerce businesses are struggling to take advantage of emerging AI advancements.

To speed up the adoption of AI in e-commerce and to unearth valuable insights from unstructured text data for VoC, CX and Business Intelligence departments, **no-code AI solution pipelines** are the answer.

HIPSTO's advanced AI technology platform offers a no-code AI solution with the ability to extract unstructured data, including customer reviews, in 100+ languages from complex e-commerce environments, providing clean data sets and Natural Language Understanding (NLU) analysis, for deep, **actionable** customer insights.



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E-commerce

- Global e-commerce market to grow to \$6.3 trillion by 2025 (Statista 2021).
- Global e-commerce analytics market to grow to \$22 billion by 2025 (Research and Markets 2020).
- Collecting customer feedback (VoC) can help reduce retention costs since brands that actively implement these programs spend 25% less on retention than those that don't (Gartner, 2021).
- Multiple web scrapers needed per specific, geographic e-commerce platform – no one homogeneous extraction technology available.
- Cleaned data sets are vital for any analytics or AI initiative.

“Global brands require true multilingual capabilities to gain insights in their customer needs and wants in the geographies they operate’. Our Natural Language Understanding technology enables analysis in 100+ languages and on the native text – no inferior translation type services are used”



Sebastian Owen
CEO HIPSTO





Problem



Multiple scrapers –

Multiple scrapers would be required to scrape a variety of e-commerce sources or in a variety of languages.



SOLUTION

A single scraper able to understand 100+ languages.



Complex e-commerce territories –

The ability to scrape sources in some territories (e.g. China) that can prove a challenge, and yet these are huge market places.



SOLUTION

Using the appropriate approach for the given e-commerce platform (Proxy servers/API).



Website page layout changes –

Website code changes break web scrapers' ability to continuously gather data and become scalable.



SOLUTION

HIPSTO's Blind Vision technology can automatically reconfigure to cope with code structure changes for uninterrupted scraping.

Need



Clean data sets –

Cleaned data sets are vital and the ultimate plugin to provide the starting point to carry out your customer data analytics.



SOLUTION

AI Microservices such as text duplicate detection are used to clean data sets.



One-stop shop solution –

Open source technologies are often inferior. Too many third party solutions cloud accuracy, decrease reliability and are costly.



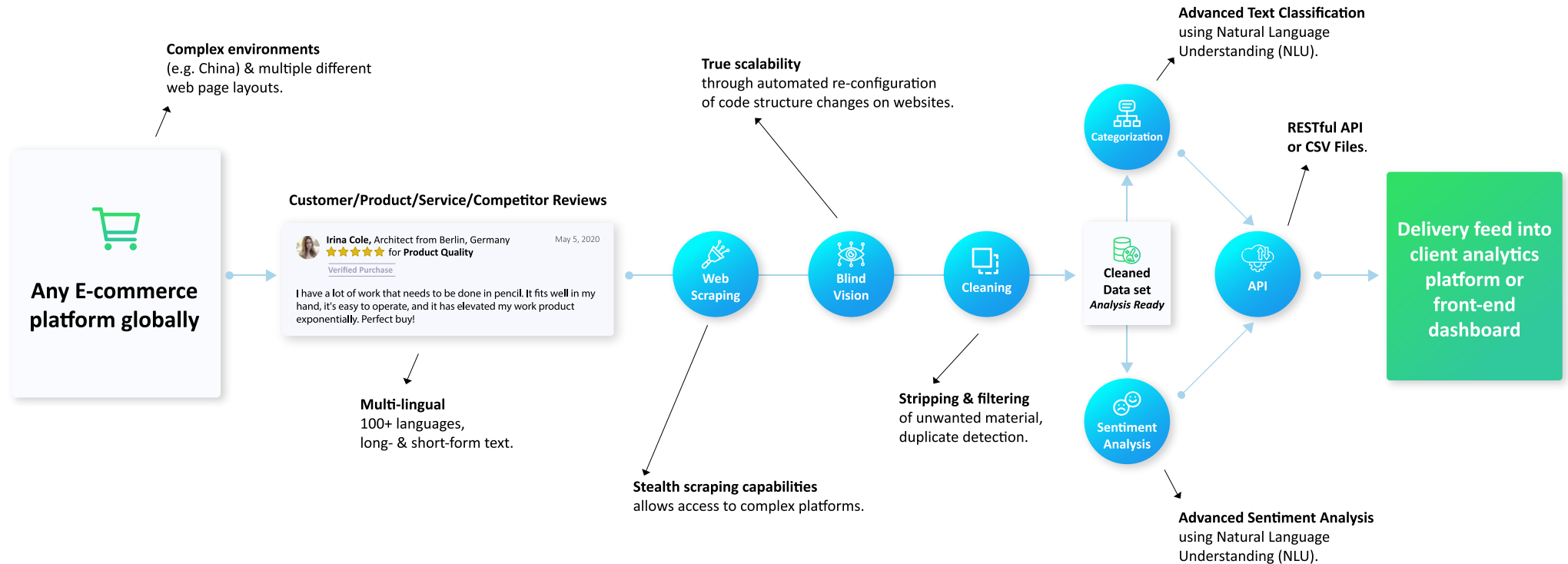
SOLUTION

AI VoC solutions platform able to extract, curate, analyse & deliver.

UNDERSTAND YOUR
CUSTOMER'S DNA



Flow Diagram



- ✓ 1 stop shop AI solution.
- ✓ No code AI VoC pipeline.
- ✓ Proprietary AI technology and AI microservices – no third party dependence.
- ✓ Scalable web scraping.
- ✓ Multi-lingual capabilities – 100+ languages – in long and short form text.
- ✓ Natural Language Understanding (NLU).
- ✓ Bespoke and customisable solutions.
- ✓ True global reach from a single point.



Snapshot

"We have the power to extract and analyse every customer review, under any SKU being sold on any e-commerce platform anywhere in the world, and do it fully automated from a single point. This represents a world of untapped data insights, ready to be claimed by the e-commerce companies who can harness the power of advanced AI."



Andrii Pylypenko
CTO HIPSTO

Cleaned Review



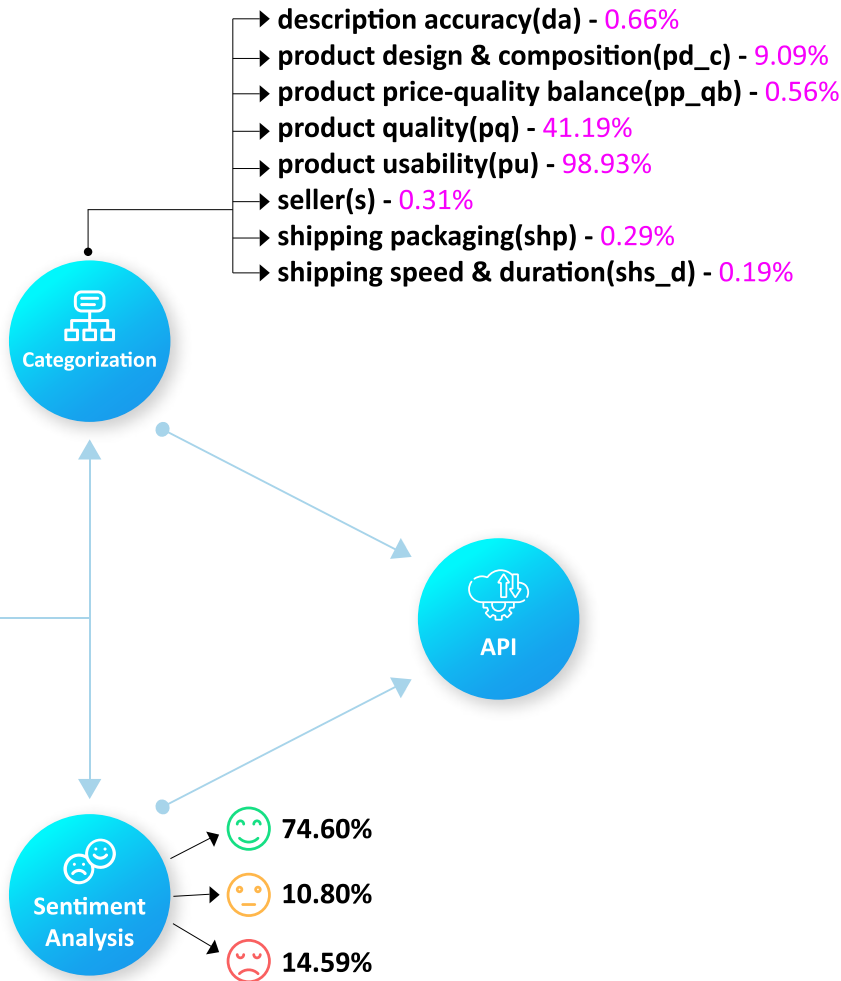
Sarah Dupree, HR Manager from Lier, Belgium
★★★★★ for **Product Quality**

April 22, 2021






Verified Purchase

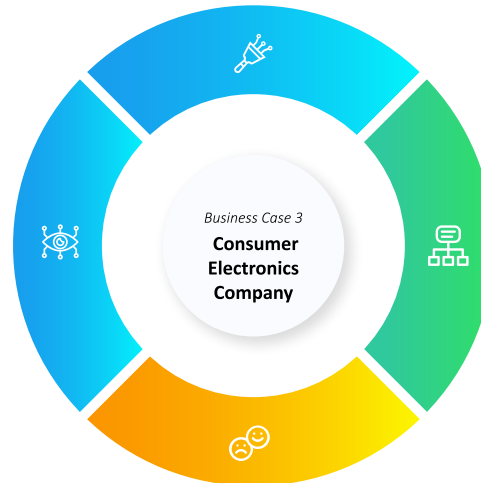
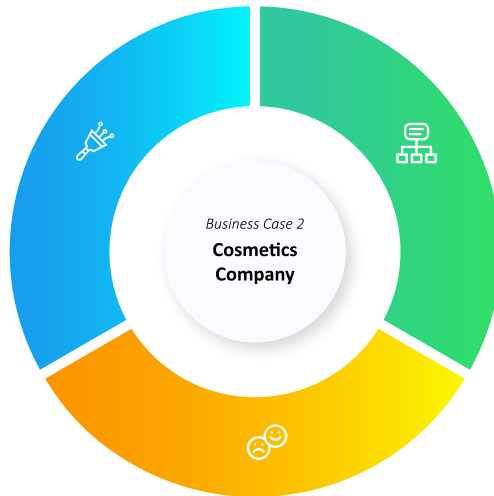
This product worked well for what I needed it for. I have incredibly sensitive skin and using a traditional razor leaves me with rashes and itchiness for days. This epilator helped to just pluck the hair from my legs and underarms and left them silky smooth. Using dry or wet I had great results. I initially had to use the shaving function to get the hair short enough to use the epilator -- that was a unique and useful function so I could use this product right away.

The battery charge lasts me through a couple of shave/hair removal sessions and the product rarely misses any hair. Less painful than waxing I am loving this and will never go back to a straight shave again!



**HIPSTO Microservices**

-  Web Scraper
-  Blind Vision
-  Automated Text Categorization
-  Duplicate Detection
-  Sentiment Analysis



Horizontal & Vertical Scalability

The **HIPSTO** technology platform is built upon a powerful architecture of independent AI microservices, making it possible to run multiple instances of the same service.

In fact, **HIPSTO** can clone its microservices as many times as needed.

These AI microservices can be used as stand-alone products or integrated in unlimited configurations for bespoke commercial use cases.

"Anyone can scrape one web page, but managing and continuously updating many sources requires solutions beyond the capabilities of many e-commerce businesses. HIPSTO's technology offers the single point solution they need to transform how they access game-changing customer insights."



James Spice
COO HIPSTO



1) Web Scraping

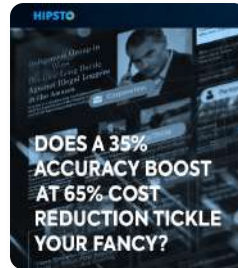
We have built advanced scraping technology that has stealth capabilities to extract from complex e-commerce environments and is able to do this in 100+ languages.

Web Scraping deck available upon request.

2) Blind Vision Technology

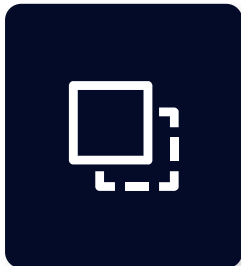
Blind Vision is now the world's best text extraction and automated labeling technology superior to raw code processing and computer vision. One of its unique features is the automated re-configuration capability of code structure changes at web page layouts – enabling true scalability in web scraping.

Blind Vision deck available upon request.



3) Duplicate Detection

Before customer review data sets are analysed they are automatically cleaned by removing unwanted items as well as put through an AI duplicate detection mechanism.



4) Automated Text Classification

HIPSTO has developed advanced multi-lingual text (long and short form) classification technology to classify around 'classes' (e.g. product quality).

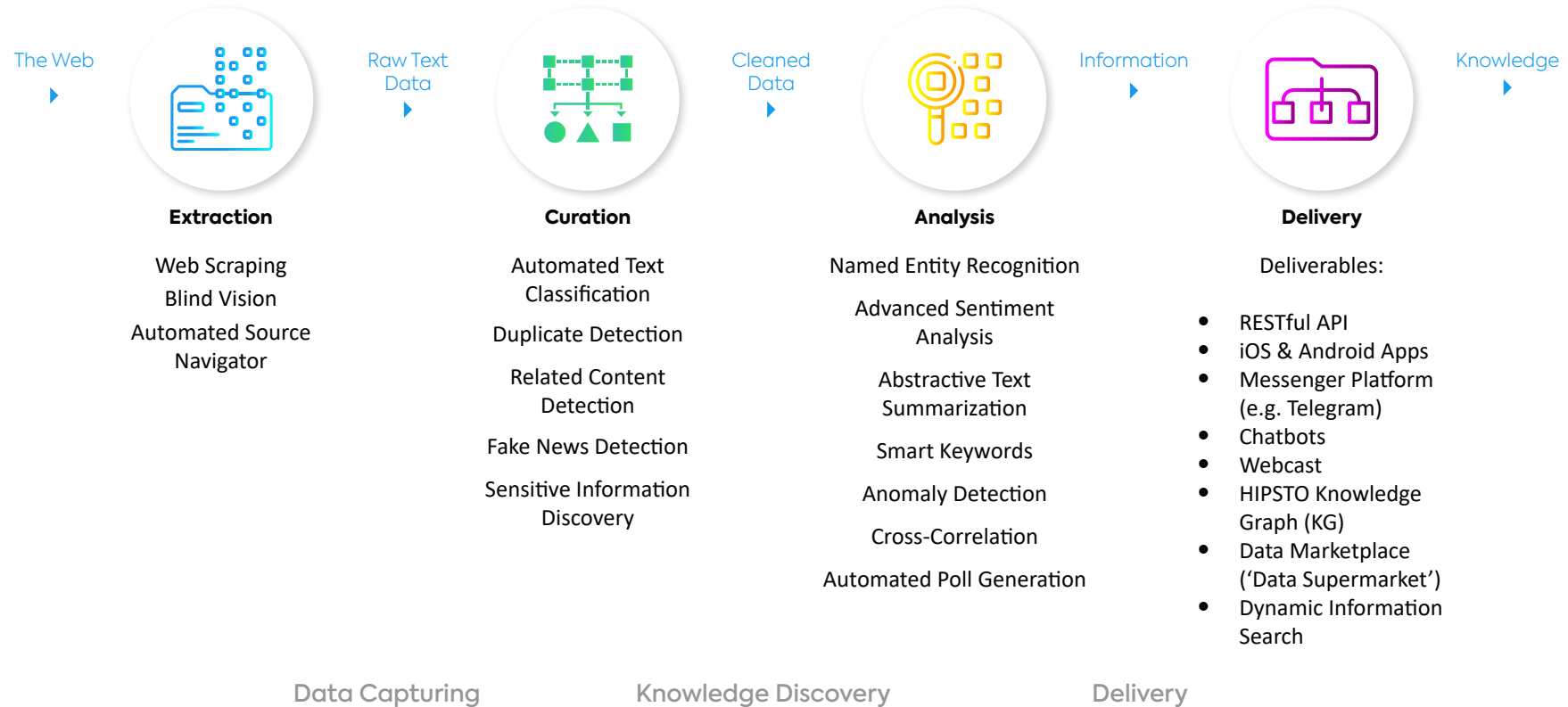
Automated Text Classification deck available upon request.

5) Advanced Sentiment Analysis

HIPSTO's proprietary sentiment tool is different as it analyses the semantics of text, via advanced Natural Language Understanding (NLU) technology. Analysis outputs are presented as percentages in a positive-neutral-negative cascade model (and is consistent in 100+ languages). It sets a new industry benchmark.

Advanced Sentiment Analysis deck available upon request.





Our FalconV™ AI stack powers a fully-automated, multilingual, end-to-end solutions platform.

Delivering a smooth, seamless integration of data extraction, curation, analysis and delivery, its power is untouched by other global platforms.

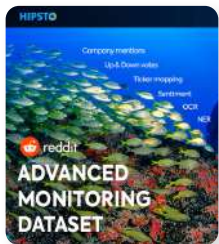
All proprietary AI microservices have been developed using the very latest Transformer architectures (e.g. mT5) to enable advanced multilingual – 100+ languages – text analytics via Natural Language Understanding (NLU).

<https://hipsto.ai/falconv/>



Social listening

Take your customer understanding to the next level with the tracking and analysis of your products and services in Reddit, Telegram, Twitter or blogs and understand the sentiment towards them.



HIPSTO has already developed an Advanced Reddit Dataset that monitors and understands the sentiment towards stocks on r/WallStreetBets.

Talk to us about your target subject matter/platforms (written sources, social, messenger).

Reddit monitoring deck available upon request.

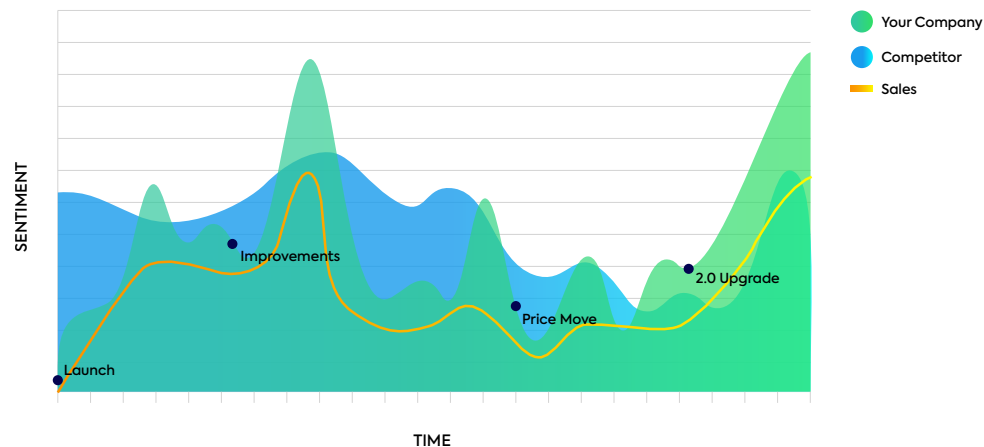
Counterfeit Product Protection

What if you could increase revenues by preventing the illegal sale of counterfeit products that also harm your reputation.

Match what's being bought and sold on an e-commerce platform with its official territory SKU number and photo.

Any highlighted discrepancies are likely to be forgeries or being sold by distributors outside of the agreed territory.

Gauge the sentiment of key lifecycle moments



Create your own events.



Gauge the sentiment of key lifecycle stages.



Track competitor product/service sentiment.



Toggle between: Positive/Neutral/Negative sentiment.



Overlay your sales.



THOUGHTS BECOME THINGS

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