

# CASE STUDY



**Company**  
4Team Corporation

**Industry**  
Software - specializing in  
Microsoft add-ins

**Active users**  
Hundreds of thousands

**Period**  
Feb 08, 2016 - Feb 07 2017

**Solution**  
IntenCheck – automated  
text analysis software.

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**Intentex**  
Real • Intent • Revealed

## Linguistic factors that increase sales

Chat analytics by IntenCheck

### Objective

The purpose of this research is to identify the presence of linguistic factors affecting the efficiency of conversion in live chat communication between 4Team Corporation sales agents and potential clients by using automated text analysis software. Live chat is an important part of any online business. It's a fast and efficient way to engage with customers, in order to build rapport and increase conversion rate.

### Outcome

**IntenCheck** is a unique sentiment analysis engine, providing 26 different measures in the **tone** and **communicative style** of the text. It works like a spell checker, giving quick results on the true nature and the meaning of any text.

By using statistical analysis of the results generated by **IntenCheck**, we have obtained important linguistic characteristics used by successful 4Team Corporation sales agents. Results showed that certain categories should be used more and some to a lesser extent.

### Conclusion

Analysis of chat logs can provide understanding of effective engagement with customers at the most critical moments in their journey – sales, service and support. By using **IntenCheck** text analysis engine it is now possible to improve the effectiveness of sales agents. This knowledge can be also applied when training and educating sales personnel, providing precise instructions on how to write scripts of communication with clients and become more successful when selling products and services.

To get full analysis results contact us at [info@intentex.com](mailto:info@intentex.com).

Statistically significant results of categories

