Text Analytics Activities Overview

Last Modified on 03/26/2018 7:42 am EDT

Context

Text Analytics is a natural language processing (NLP) technology that detects language, extracts key phrases, and determines sentiment on text. The activity is based on Azure and AWS services. Each of the functions is performed in a separate activity

Use Cases

- Determine the language used in customer feedback, or a customer service request.
- Extract key phrases and text, for example, in the sentence "The party was fun and the food was tasty", would extract "party", "fun", "food", "tasty".
- Determine customer sentiment by analyzing comments and feedback.
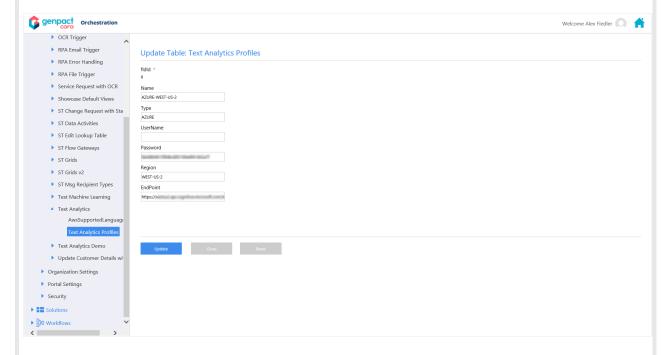
Text Analytics Profiles

Text Analytics profiles define the service (Azure or AWS), the credentials for the selected service, the region, and the service endpoint. The profiles you configure are used in the Text Analytics activity wizard.

Azure Profile
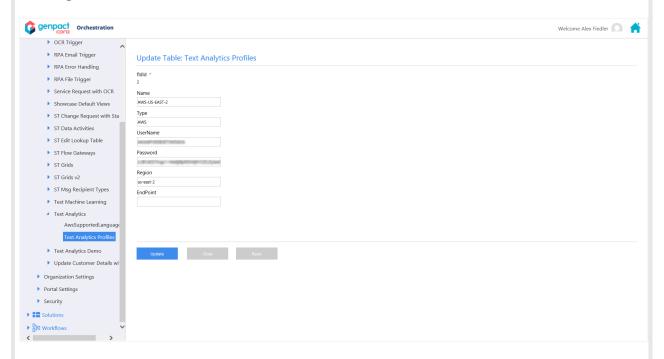
Azure requires the following parameters.

- Name
- Type
- Password
- Region
- EndPoint

AWS Profile

AWS requires the following parameters.

- Name
- Type
- Username
- Password
- Region

Text Analytics Activities

There are several Text Analytics Activities you can use in a workflow. The wizard for each activity is the same.

- Detect Key Phrases
- Detect Language
- Detect Sentiment

Define a Name and Alias for the In-Process Consumer

In-Process Consumer Properties

Name *

Detect Customer Service Request Language

Alias *

Enter the activity's alias to be displayed in runtime

Detect Customer Service Request Language

Description

[Next   ]   [Cancel   ]

Select an In-Process Consumer

Select In-Process Consumer

Select from the list or create a new In-Process Consumer

coraTextAnalytics_v1.0.0

New...

Edit...

❌ Delete

Refresh

[Back   ]   [Next   ]   [Cancel   ]

Define the Bindings

You need to define several parameters in the Body section.

Name	Type	Required	Description
TextAnalyticsProfile	string	required	The Text Analytics Profile you defined for this activity (either Azure or AWS).
TextContent	string	required	Text that you want to analyze.

Text Analytics Activity in a Workflow

NOTE: When you build a solution, change the Subscription Key in the REST Service Custom Configuration to a valid subscription key.

In this example, information is collected from a form completed by a customer. The form information is then analyzed for language detection, key phrases, and sentiment. The workflow is then routed according to the detected language.

Zoom In   100%   Zoom Out   Link Style ▾   Options

Toolbox

Find an Activity...

▸ Human
▸ Flow
▸ AWS
▸ Azure Cognitive Services
▸ Cognitive
▸ Data
▸ Digital
▾ Digital Services
   📝 Detect Key Phrases
   🔍 Detect Language
   🔍 Detect Sentiment
   📄 OCR File Trigger
   📄 PRA File Trigger
   📄 RPA Mail Trigger
   🔤 Text Translation
▸ File Transfer
▸ Files
▸ Genpact Cora
▸ Integration
▸ Server Side
▸ BPMN

Toolbox   List View

Text Analytics Demo Alex

Start

Form with input from the customer

Get Customer Information

Including detect language

Invoke Text Analytics methods

Switch based on language detected

Switch1

English   German   Chinese   Others

End

Properties

Workflow

(Name)	Text Analytics Demo Alex
Alias	Text Analytics Demo
Description	Text Analytics Demo
Workflow ID	27fa470c-6856-4087-9bb5-c1de515cc0fa

Misc

Display Field	
Stage Set	
Statistics	
Variables	

Edit   Copy   Cut   Paste   Replace Form   Connect   Reload Workflow   Validate   Process Lab   Simulation

Toolbox

Find an Activity...

▸ Human
▸ Flow
▸ AWS
▸ Azure Cognitive Services
▸ Cognitive
▸ Data
▸ Digital
▾ Digital Services
   📝 Detect Key Phrases
   🔍 Detect Language
   🔍 Detect Sentiment
   📄 OCR File Trigger
   📄 PRA File Trigger
   📄 RPA Mail Trigger
   🔤 Text Translation
▸ File Transfer
▸ Files
▸ Genpact Cora
▸ Integration
▸ Server Side
▸ BPMN

Toolbox   List View

Text Analytics Demo > Invoke Text Analytics methods

StartContainer2

CustomerLanguage

Key Phrases

Customer Sentiments

LinguisticAssignment

EndContainer2

Properties

Workflow

(Name)	Text Analytics Demo
Alias	Text Analytics Demo
Description	Text Analytics Demo
Workflow ID	8a826483-194b-4f0e-b53d-e77b141b122f

Misc

Display Field	
Stage Set	
Statistics	
Variables	