SMART User Manual

Create a Topic

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Create a Topic

You can create topics that define the type of interactions you want to find and analyze, and subsequently focus your business on what your customers want and need.

Procedure

1. Analyze your Business Needs
   Gather information about the business issue you want the Topic to be about.

2. Create an Empty Topic
   Set the topic properties and define its attributes (such as name, description, language, etc.), according to the related business issue.

3. Define Initial Phrases and Keywords
   Include as wide a range of alternative phrases as possible.

4. Add Topic Phrases
   Based on your research add phrases to the topic.

5. Assign Keywords
   In each phrase assign a keyword(s) to help identify interactions that relate to your business issue.

6. Save and Assign the Topic
   Once you have added phrases and marked keywords, save the topic and assign it to a program so that SpeechMiner can start using it for analysis purposes.

Related Topics

Auditing a Topic
Save and Apply Changes