

At last. Emotional understanding
meets artificial intelligence.

UNDERSTANDING PEOPLE AT SCALE

Jahrestagung Bayerisches Zentrum für Tourismus
Nürnberg, April 16th 2024



PSYCHOLOGY

symanto
psychology ai

ARTIFICIAL
INTELLIGENCE

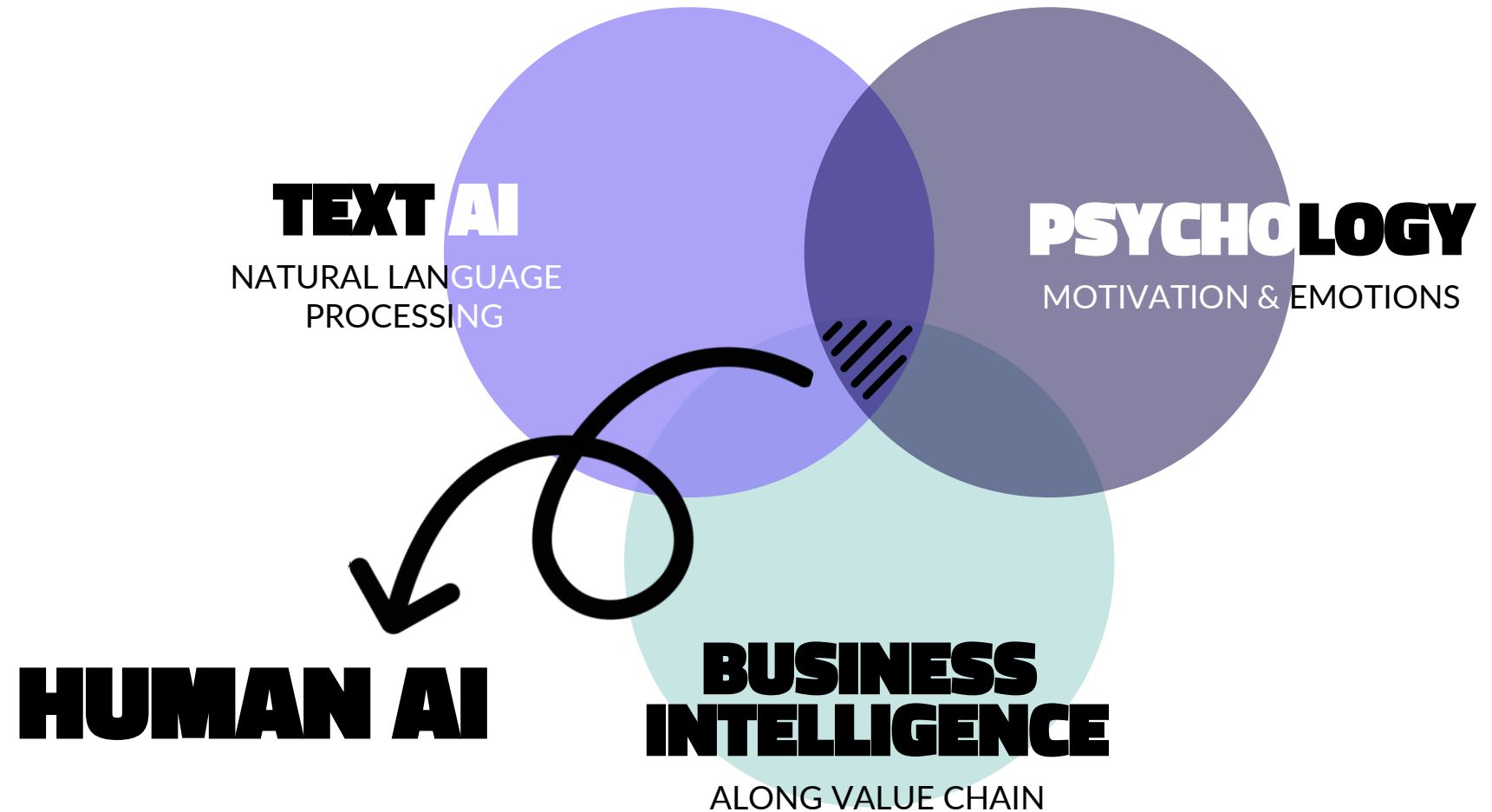
**There's no way you can
have an AI system
that's humanlike that
doesn't have language
at the heart of it.**

JOSH TENENBAUM

Professor of cognitive science and computation at MIT

UNDERSTANDING PEOPLE AT SCALE

using Human AI since 2010



FROM PSYCHOPATH PROFILING TO A TRUSTED NLP COMPANY

+100 employees

thereof, ...

+29

- Deep Learning Experts
- Psychologists
- Data Scientists
- AI Engineers

and

- Marketing- & Market Research Industry Experts

from 32 nationalities

+80 research papers & 13 PHDs

Germany (HQ)
Spain



Collaboration with professors, researchers in Europe & US

Germany	
Spain	
Switzerland	
UK	
US	

More than 100 clients including Top Management Consultancies and ...



Partnerships with



Topic: Products
Opinion: positive

Topic: Customer Service
Sub-topic: Hotline waiting time
Opinion: negative

Topic: Customer Service
Sub-topic: Competency
Opinion: negative

Products are great and all ok. But as soon as you need the customer service... forget about any help. After 3 hours waiting to get through, she said that she is new and doesn't know how to help me... she'll route me to someone else who could help... and she just hung up.....

Brand Loyalty: Low

Seriously.. The sofa is not worth the hassle!!

Emotion: Anger

Social NPS: Detractor

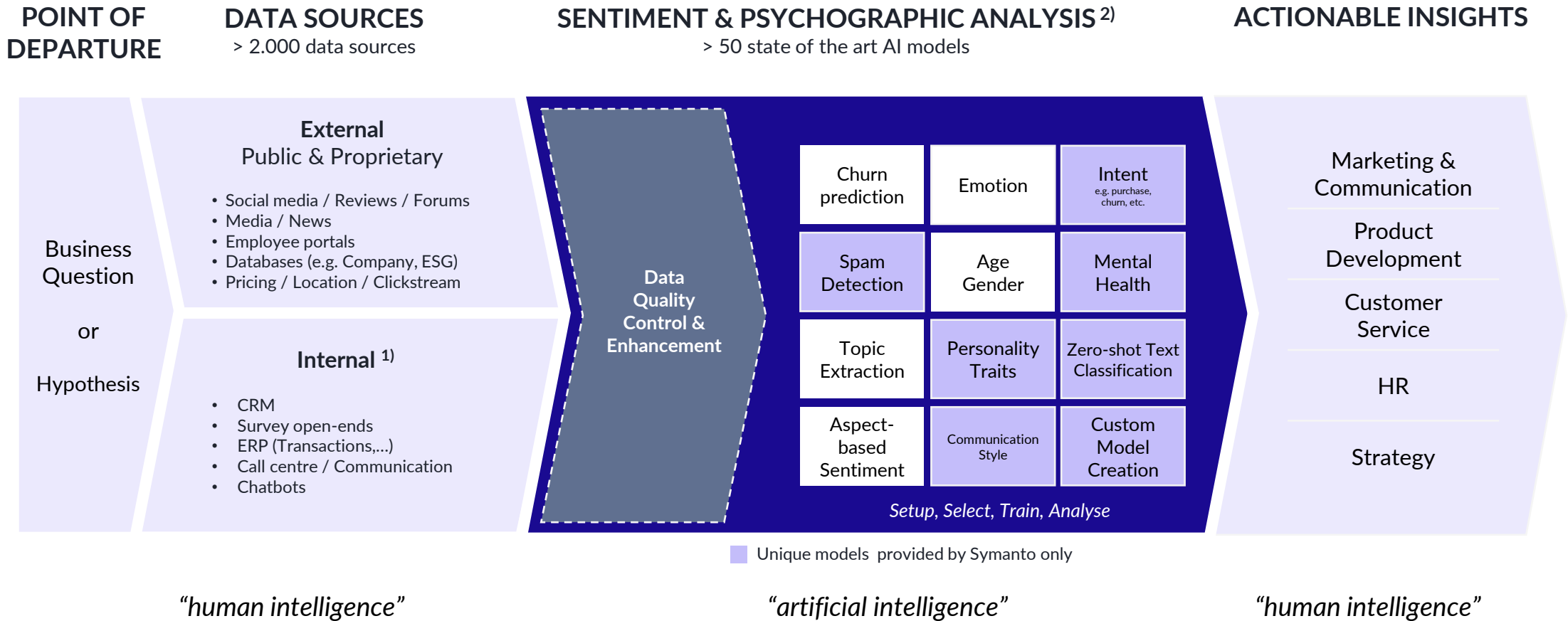
Motivation: Action-seeking

Comm style: Experience-driven

Personality traits: Emotional

MULTIPLE DATA SOURCES + LANGUAGE AI + PSYCHOLOGY

We collect & consolidate all data available, use AI to structure & analyse data efficiently and deliver answers instantly or deliver solutions to automate the process.



1) Under approval and GDPR guidelines

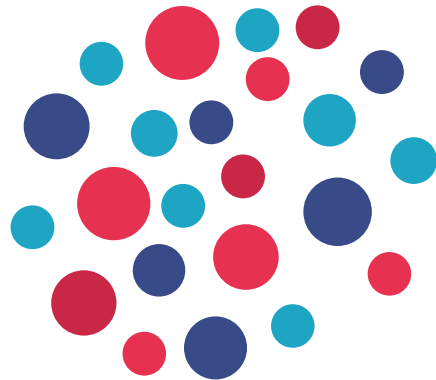
2) Supervised, unsupervised & hybrid approach, example models only



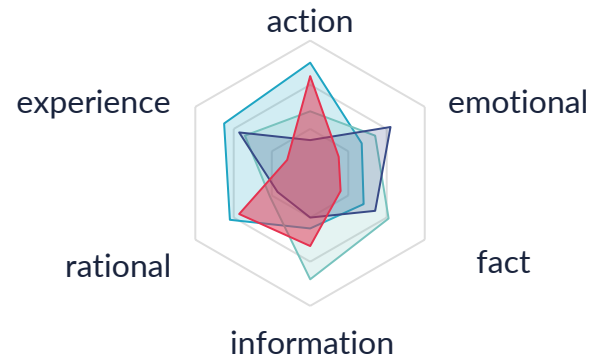
**Identify market white space
to newly develop a Natural
Personal Care brand**

HOW WE WORKED

**Various conversations
around Natural Personal
Care Products**



**Psychographic
Clustering**



**Enriching clusters with
topics and their
interests**

- What they talk about
- Sentiment
- Likes & Dislikes
- Emotions & Motivation
- Other brands
- Search behavior
- Preferred channels
- Etc.



Socially driven

Natural is the latest trend



Emotional reasoning

*I want to save the world and
natural is eco-friendly*



Self driven

Natural ingredients are good for me



Socially driven

Natural is the latest trend

“Natural is the latest trend”

- 💡 **Beauty Influencer** and **pretty packaging** are very important to catch their attention.
- 💡 They **“love”** more than **“like”**.
- 💡 And when talking about environment, they often use the phrase **“save the planet”**.

Pretty packaging

“love”

“beauty”

“planet”





Self driven

Natural ingredients are good for me

spindler 人 klatt



**Marken-
positionierung**

**Neue Kunden-
segmente**

*Kunden
besser
verstehen*

**Produkt-
optimierung**

**Marketing &
Kommunikation**

**Wettbewerber-
beobachtung**

WE BELIEVE IN THE **POSITIVE IMPACT OF AI**



The first Windows for AI
AI Data Analytics for Non-Techies



**AI powered creativity to
personalise your life**



**Hiring and training talent
in the web3 world**



The anti AI risk software
Making AI safe for Everyone

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