citibeats

UNDERSTANDING *WHAT MATTERS* TO PEOPLE

CITIBEATS HELPS DECISION-MAKERS TO *UNDERSTAND WHAT MATTERS TO PEOPLE* AT SCALE, IN REAL TIME

Citibeats is a social data platform which uses Natural Language Processing and Machine Learning to transform people's opinions into data you can take action on.

With easy deployment, advanced data privacy and bias reduction algorithms, it's an ideal platform for public sector, governments, international organizations and financial sector.

Set-up a bespoke system for your needs in days

EARLIER RESULTS

30 days earlier than other traditional sources of information (surveys & focus groups)

ANY TEXT, ANY LANGUAGE

Analyze any text format - social media, forums, CRMs, chatbots and more - across languages, all in one place.

ACTIONABLE DATA

Create social indicators of the specific topics that you can act on, trained on your data and fine-tuned to your domain.

AI designed for respectful, inclusive and responsive social understanding

PRIVACY FIRST

Turns private and sensitive text into aggregated and anonymized outputs.

DATA REPRESENTATIVITY

Compare demographic differences or control for biases.

IMPACT USE CASES

More than 30 use cases impacting social empowerment, inclusion, and transformation successfully implemented worldwide.

www.citibeats.com

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REAL TIME ALERTS

Surfaces data anomalies, relevant clusters and on-demand cluster monitoring.

NO LANGUAGE LIMITS

Analyzes any language, local dialects, slang, and new, local or domain-specific vocab.

REPRESENTATIVITY

Reduce and calibrate data biases for a more robust scientific approach. Privacy-preserving demographics.

LEADING INDICATORS

Create social signals which tell you what will change, before you see it in traditional methods.

ANY TEXT TYPE

Automatically convert any text into a readable format for Citibeats.

SOCIAL INTENTS

Detects actionable intents, from the general ('complaints', 'urgent requests') to specific ('trust in government')

ADAPTIVE INSIGHTS

Analysts leveraging their subject matter expertise and define custom scenarios that they wish to be alerted to'

EASY IN, EASY OUT

Connect any text via API, and output via API into your existing tools, dashboards, workflows or models - no lock-in.

GEO FROM TEXT

Gives analysts geo-localized tools for monitoring activity around user-defined areas and points of interest
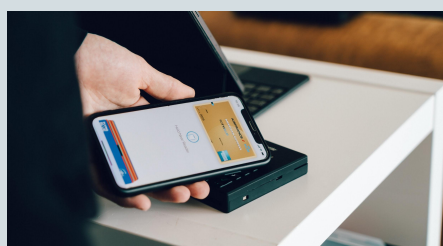
Reducing time and costs thanks to extracting insights from data

JAPAN

KENYA

LATAM

5.000 DAMAGED INFRASTRUCTURE REPORTS:
21 DAYS EARLIER

700.000 CONSUMER COMPLAINTS ANALYZED:
45 DAYS EARLIER

3.000.000 CITIZEN VOICES REPORTED:
60 DAYS EARLIER

Awarded and recognized by

UNITED NATIONS   European Commission Horizon 2020 European Union Funding for Research & Innovation   ASHOKA   Singularity UNIVERSITY

Customers and Partners:

IDB   "laCaixa"   ZURICH   fsd Kenya   Telefónica   NTT DATA   accenture

Ready to start your project?

Contact us:
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