

Media Organization Leverages Progress Semaphore for Automated Content Tagging to Improve User Experience

AT A GLANCE


COMPANY Major Media Organization	INDUSTRY Entertainment
PRODUCT Progress [®] Semaphore [™]	COUNTRY United States


In today's hyper connected world, media organizations face unique challenges when it comes to keeping audiences engaged. To cut through the clutter, one organization integrated the Progress[®] Semaphore[™] Semantic AI platform into their digital ecosystem to create an automated, transparent and consistent content classification process that improves customer and user search and retrieval experiences.


Challenge

Competing in an overly fragmented marketplace is forcing media organizations to create more content and partner with multiple distribution platforms. Audiences are frustrated as they attempt to find a coherent media experience across multiple platforms and devices. What's needed is enhanced search capabilities to improve the customer experience.


Solution


 Deploy the Progress Semaphore Semantic AI platform to create an automated, transparent and consistent content classification process.


 Began process with a proof of concept to demonstrate that Semaphore could produce precise, complete and accurate rules.

 Deploy Knowledge Model Management, Document Analyzer and Classification Analysis Tool to test and validate rule development.

Results

 A cutting-edge model management and classification technology that fully integrates with the organization's existing systems is now in place.

 The model driven approach reduces duplication and redundancy, saving time and reducing costs.

 Semaphore's seamless connection with downstream systems drives analytics, supports SEO and boosts queries enhancing the user experience.



Put your metadata to work to improve business outcomes. Contact us today.