

SocialLens Power of Social Conversations - Supporting Multiple Analyses

1. Introduction: Welcome to SocialLens!

SocialLens specialises in text analytics, sentiment analysis, and personal identifier masking—ensuring privacy without compromising insight. With automated report generation, contextual summarisation, and seamless integration of an AI-based chatbot. Powered by Large Language Models (LLMs) and Retrieval-Augmented Generation (RAG) technology, it delivers context-aware understanding of domain-specific content with high precision.

This document serves as a foundational guide for all internal users, outlining SocialLens's core functionalities, how to best utilise its features, and most importantly, how to access support efficiently, adhering to our established communication protocols and service level agreements.

2. What is SocialLens?

SocialLens is an AI-powered, innovative solution that specialises in text analytics, sentiment analysis, and personal identifier masking—ensuring privacy without compromising insight. It goes beyond analysis by offering:

- **Language ID & Translation:** Detects input language and translates non-English text to English.
- **Sentiment Analysis:** Classifies text as positive, negative, or neutral.
- **Topic Modelling:** Extracts key themes from large text corpora.
- **Keyword Extraction:** Identifies important words or phrases in the text.
- **PII Redaction:** Removes sensitive personal data from input text.
- **Report Overview Generator:** Summarises key insights from existing reports.
- **Natural Language QA Tool:** Answers user questions using business data context.

3. Getting Started with SocialLens

- Access

Log in to SocialLens via [SocialLens URL/Internal Portal Link] using your standard [Company SSO/Login Method] credentials.

- Dashboard Overview

Explore the dashboard to view each section of SocialLens by our Socioreal intelligence.

- Explore Department Specific Sections
 1. Brand Health
 2. Customer Analysis
 3. Competitor Analysis
 4. Industry Analysis
 5. Event Analysis
 6. Influencer Analysis

- FAQ's

Here you can ask the questions focused on each analysis.

4. Support & Contact Protocol

Our dedicated SocialLens support team is here to assist you with any questions, technical issues, or feature requests. To ensure efficient resolution and adhere to our Service Level Agreement (SLA), please follow the contact guidelines below:

Primary Contact Channel:

- Email: iLabs-DA@evaluateserve.com
- Internal Ticketing System: [Link to your internal ticketing system, e.g., Jira Service Desk, Zendesk]

Operational Hours for Team Outreach (Live Support & Escalations):

- Our support team is available for direct communication regarding critical issues or follow-ups during: Monday - Friday: 9:00 AM to 7:00 PM [Your Time Zone]
- Requests submitted outside these hours will be logged and addressed at the beginning of the next operational window.

Turnaround Time (TAT) for Resolution:

- General Issues & Feature Requests: Up to 72 hours from the time the request is received during operational hours.
- Critical System Outages/Service Unavailability: These issues are prioritised with immediate investigation and updates provided within [e.g., 4-6 hours], working towards the fastest possible resolution.

When Contacting Support, Please Include:

- Your Name & Department.
- Clear Description of the Issue/Request: What are you trying to do? What happened? What were you expecting?
- Steps to Reproduce (if applicable): Detail the actions you took that led to the issue. Screenshots/Error Messages: Visuals are extremely helpful.
- Document IDs/Names: If the issue relates to a specific document.
- Any troubleshooting steps you've already tried?

5. Service Level Agreement (SLA) Summary

The following outlines our commitment to resolving SocialLens-related issues:

Priority Level	Definition	Initial Response Time (within operational hours)	Target Resolution Time (TAT)
Critical	SocialLens is at risk, inaccessible, with major data loss or core functionality	Within 1 hour broken	As quickly as possible, with continuous updates
High	Significant functionality impaired	Within 4 hours, impacting multiple users/teams	Within 24 hours
Medium	Minor functionality issues, bug affecting individual users	workflow Within 8 hours of delays	Up to 72 hours
Low	General questions, feature requests, minor UI glitches, noncritical issues	Within 1 business day, critical issues	Up to 72 hours

Note: All response and resolution times are contingent on the accuracy and completeness of the initial support request, and the availability of necessary information from the user.

