

Sentiment Feedback

Sentiment Feedback

(Genesys Cloud Quality & Performance Management)

Section	Description
Module Context	Part of Quality Management → Speech & Text Analytics within Workforce Engagement Management (WEM)
Admin Location	Admin → Quality → Sentiment Feedback
Purpose	Allows administrators to correct sentiment classification errors in Speech & Text Analytics by labeling phrases as Positive, Neutral, or Negative , improving automated sentiment detection accuracy

Sentiment Feedback is used to improve the **machine learning sentiment model** that evaluates transcripts produced by Speech & Text Analytics. When the system misinterprets emotional tone in a conversation, administrators can add a phrase and assign the correct sentiment classification.

These corrections influence future sentiment analysis results and help improve **topic detection, interaction insights, and analytics reporting**.

Summary Table

Attribute	Details
Feature Area	Speech & Text Analytics
Primary Function	Improve sentiment classification accuracy

Attribute	Details
Data Source	Interaction transcripts
Supported Channels	Voice (transcribed), Chat, Messaging, Email
Sentiment Labels	Positive / Neutral / Negative
Dialect Context	Sentiment phrases are tied to a language dialect used by speech analytics models
Typical Users	Quality administrators, analytics administrators
Dependency	Speech & Text Analytics must be enabled

Study Notes

Topic	Explanation
Sentiment Analysis	Automatic classification of emotional tone within conversations
Sentiment Feedback	Manual correction of sentiment detection errors
Phrase-Based Overrides	Administrators add phrases that override default sentiment classification
Transcript Dependency	Sentiment feedback only applies to interactions with transcripts
Dialect Awareness	Phrases must match the speech analytics dialect model used during transcription
Analytics Impact	Changes influence future sentiment scoring and analytics dashboards

Key concepts:

- Sentiment feedback improves the **accuracy of automated sentiment scoring**.
- Phrases are applied **per dialect**, ensuring correct language interpretation.
- Corrections apply to **future transcript processing**.
- Sentiment feedback helps refine analytics used for **CX insights and coaching**.

Navigation

Task	Navigation
------	------------

Open Sentiment Feedback	Admin → Quality → Sentiment Feedback
Add new sentiment phrase	Admin → Quality → Sentiment Feedback → Add Phrase
Edit phrase	Admin → Quality → Sentiment Feedback → Edit
Delete phrase	Admin → Quality → Sentiment Feedback → Delete
Review transcript sentiment	Performance → Workspace → Interactions

Configuration Fields (UI Form Fields)

Main Page

UI Field	Description	Options / Behavior
Phrase List	Displays phrases configured for sentiment feedback	Read-only
Sentiment Label	Shows sentiment classification assigned to phrase	Positive / Neutral / Negative
Dialect	Dialect the phrase applies to	Example: English - United States
Created By	User who created phrase entry	Read-only
Created Date	Timestamp of phrase creation	Read-only
Search	Search for phrases in list	Text field
Add Phrase	Opens phrase creation form	Button
Edit	Edit phrase sentiment configuration	Button
Delete	Remove phrase from sentiment list	Button
Refresh	Reload phrase list	Button

Create/Edit Form

UI Field	Description	Options
----------	-------------	---------

Phrase	Phrase appearing in transcripts	Text input
Sentiment	Sentiment assigned to phrase	Positive / Neutral / Negative
Dialect	Speech analytics dialect model used for phrase interpretation	Example options: English - United States / English - United Kingdom / Spanish - Spain / Spanish - Mexico / Portuguese - Brazil
Description	Optional note describing reason for classification	Text input
Save	Save configuration	Button
Cancel	Discard changes	Button

Tabs, Toggles, Dropdowns, Action Buttons

UI Element Type	Item
Tabs	Sentiment Feedback page
Text Fields	Phrase, Description
Dropdowns	Sentiment classification, Dialect
Buttons	Add Phrase, Save, Cancel, Edit, Delete, Refresh

Note: No toggles are documented for Sentiment Feedback in the admin UI.

Dependencies

Component	Purpose
Speech & Text Analytics	Generates transcripts used for sentiment analysis
Interaction Recording	Required for voice transcript generation
Topics	Sentiment can be correlated with topics
Programs	Topics grouped for analytics programs
Topic Miner	Detects candidate phrases for sentiment feedback
Language Models	Dialect-specific transcription models

Platform Integration / Related Components

Component	Relationship
Speech & Text Analytics	Provides transcript and sentiment analysis engine
Topics	Sentiment often analyzed alongside topics
Programs	Topic groups used in analytics dashboards
Topic Miner	Identifies phrases administrators may classify
Interaction Analytics	Displays sentiment metrics

Integration Examples

Integration	Description
Analytics API	Retrieve sentiment metrics for dashboards
Notifications API	Subscribe to interaction lifecycle events to trigger external analytics processing
Conversations API	Retrieve transcript data programmatically

Example integration workflow:

```
graph TD; A[Customer Interaction] --> B[Speech Analytics Transcript]; B --> C[Sentiment Analysis]; C --> D[Sentiment Feedback Overrides]; D --> E[Analytics API retrieves results]; E --> F[ ]
```

External dashboard updated

Related Topics / Further Reading

Topic	Description
Speech & Text Analytics	Core analytics engine
Topic Miner	Discover phrases in transcripts
Topics	Phrase detection logic
Programs	Topic grouping for analytics
Evaluation Forms	Agent performance scoring

Implementation Checklist

Task	Status
Enable Speech & Text Analytics	<input type="checkbox"/>
Confirm transcript generation	<input type="checkbox"/>
Verify correct dialect configuration	<input type="checkbox"/>
Review sentiment accuracy	<input type="checkbox"/>
Identify misclassified phrases	<input type="checkbox"/>
Add sentiment feedback entries	<input type="checkbox"/>
Validate improved sentiment detection	<input type="checkbox"/>

Implementation Guide

Step	Action
Step 1	Enable Speech & Text Analytics
Step 2	Confirm transcripts are generated
Step 3	Review interactions for sentiment misclassification
Step 4	Navigate to Sentiment Feedback
Step 5	Click Add Phrase
Step 6	Enter phrase and select correct dialect
Step 7	Assign sentiment classification
Step 8	Save configuration

How to Implement

Phase	Description
Analytics Monitoring	Monitor sentiment results in transcripts
Error Identification	Detect incorrect sentiment classification
Phrase Feedback	Add phrase classification using correct dialect
Validation	Monitor analytics improvements

Workflow

Customer Interaction

↓

Interaction Recording

↓

Speech-to-Text Transcription

↓

Speech Analytics Sentiment Engine

↓

Admin Detects Incorrect Sentiment

↓

Sentiment Feedback Phrase Added (Dialect-specific)



Future transcripts classified correctly

Architecture Diagram

Customer Interaction



Recording Engine



Speech-to-Text Processing



Transcript Storage



Speech & Text Analytics

├ Sentiment Analysis

└ Topic Detection



Sentiment Feedback Phrase Overrides



Analytics Dashboard

Real Flow Scenarios

Scenario 1 – Correcting Positive Sentiment

Customer says: "Thank you for resolving my issue"

↓

System labels phrase as Neutral

↓

Admin adds phrase with Positive sentiment

↓

Future interactions labeled Positive

Scenario 2 – Detecting Customer Frustration

Customer says: "This service is terrible"

↓

Transcript generated

↓

Sentiment engine detects negative tone

↓

Analytics dashboard flags interaction

Usage Scenarios

Scenario	Description
Customer satisfaction monitoring	Improve sentiment accuracy
Product issue detection	Identify negative feedback
Agent coaching	Understand customer reactions
CX analytics	Track sentiment trends

Implementation Examples

Example	Configuration
Support center	Add satisfaction phrases
Billing queue	Label complaint phrases
Sales queue	Label positive purchase indicators

Design Example

Inbound Customer Call

↓

Speech Analytics Transcript

↓

Sentiment Classification

↓

Admin Reviews Transcript

↓

Sentiment Feedback Added

↓

Improved Analytics Accuracy

Best Practices

Practice	Reason
Add phrases tied to correct dialect	Prevent incorrect language interpretation
Focus on high-frequency phrases	Improve model quickly
Review sentiment dashboards regularly	Detect classification issues
Combine sentiment with topics	Improve context understanding

Naming Convention

Resource	Example
Phrase Classification	Positive_Service_Resolution
Phrase Classification	Negative_Billing_Issue

Naming pattern:

<Sentiment>_<Context>

Security Considerations

Control	Description
Role-based access	Restrict configuration to administrators
Transcript privacy	Protect sensitive conversation data
Data retention policies	Control transcript storage
Encryption	Protect stored transcripts

Limitations / Constraints

Constraint	Description
Sentiment categories	Positive / Neutral / Negative
Requires transcripts	Speech analytics must be enabled
Context sensitivity	Phrase sentiment may vary by context
Dialect dependence	Phrase must match configured dialect

Troubleshooting

Issue	Cause	Resolution
Sentiment incorrect	Phrase not defined	Add sentiment feedback
Phrase not matching	Dialect mismatch	Select correct dialect
No transcripts available	Speech analytics disabled	Enable transcription
Analytics unchanged	Phrase not used in transcripts	Verify phrase frequency

Interview Cheat Sheet

Question	Answer
What is Sentiment Feedback?	Manual correction of sentiment classification
Where is it configured?	Admin → Quality → Sentiment Feedback
What labels exist?	Positive, Neutral, Negative
What additional parameter is required?	Dialect
What dependency is required?	Speech & Text Analytics

Key Takeaways

Topic	Summary
Sentiment Feedback	Improves automated sentiment detection
Phrase Overrides	Admins classify phrases manually
Dialect Support	Phrases must match speech analytics dialect
Speech Analytics	Provides transcripts used for analysis
Continuous Improvement	Feedback improves analytics accuracy

Screenshots

Phrase	Sentiment	User	Created	Source	Dialect	Action
--------	-----------	------	---------	--------	---------	--------

Add New Phrase

Phrase

Please enter at least 1 word, required for sufficient content

Sentiment

Dialect

Add **Cancel**

2 topics	bill payment	2 phrases	Topics
<p>exchange rate 21.74 %</p> <p>bill payment 21.74 % 5 Conversations 2 Sentences 2 Phrases</p>	<p><input type="checkbox"/> Select all phrases</p> <p><input checked="" type="checkbox"/> to make a bill payment now 50 %</p> <p><input type="checkbox"/> looking for bill payment through online 50 %</p>		<p>New Draft Topic</p> <p>Looking Up Information</p> <p>Make Payment Add 1 Phrase</p> <ul style="list-style-type: none"> a check over the phone a confirmation number for the payment a confirmation number for your payment a confirmation number referencing the payment a debit payment over the phone a fee for paying by phone all of those adjustments all of those adjustments were made amount that your paying and how are you making this payment today and the expiration are you able to make payment today are you going to use credit card are you trying to make a payment authorization number automated system so you can make your payment billing address for the card but i can pay right now

Topic Name *

Enter Name

Description

Enter Description

Details Phrases (0)

Tags

Add Tags

Programs

Select Program(s) ▼

Strictness

Medium (72) ▼

Dialect

en-US ▼

Details Phrases (0)

Add Phrase

Phrase	Strictness	Action
No phrases have been created. Click the Add Phrase button above to add a new phrase.		

0 - 0 of 0 per page << < Page 1 of 1 > >>

Add Phrase

Single Multiple

Enter a phrase that represents the topic you are trying to track.

Phrase

Strictness

Revision #2

Created 9 March 2026 18:40:19 by Cesar Gzz

Updated 13 March 2026 00:20:17 by Cesar Gzz