

Jeff Foley
Luminoso Technologies
+1-617-682-9056
press@luminoso.com
www.luminoso.com

AI Specialists Luminoso Announces New Client Liberty Global

Luminoso's AI-powered technology to be used to help Liberty Global, the world's biggest international TV and broadband company, enhance customer service

Cambridge, MA—June 12, 2018—Luminoso, the natural language company that provides AI-powered customer insight, and Liberty Global, the world's biggest international TV and broadband company, have today announced that they are to work together to enhance Liberty Global's customer service and engagement initiatives.

Luminoso's natural language technology builds a nuanced understanding of tens of thousands of customer requests, including support tickets, open-ended survey responses or customer reviews. The system then quickly brings to light trending topics and persistent issues. By analyzing customer communications, the Luminoso solution can create meaningful insights that clients such as Liberty Global can use to enhance customer experience.

"We're looking forward to adding Luminoso's proven capabilities to our operations," said Antonio Carvalho, Vice President, Insight & Analytics at Liberty Global. "Luminoso's technology will allow us to understand our customers' needs better. It gives customers a more actionable voice and will enable us to improve product offers and deliver an even better customer experience."

"We're pleased to welcome Liberty Global to the Luminoso family," said Adam Carte, CEO of Luminoso. "By taking advantage of Luminoso's common sense natural language technology to learn more about what its customers are talking about, Liberty Global can use these new customer insights to help deliver what customers want, when they want it, and reduce cycle time to operate with greater speed and efficiency."

Luminoso's common sense natural language service can begin understanding high volumes of text in more than a dozen languages within days. Clients such as Liberty Global can use it to:

- **Extract value from untapped customer input.** Marketing, sales, and customer experience executives make more informed business decisions by thoroughly understanding the Voice of the Customer, even as digital engagement by consumers increases.

- **Move from anecdotes to quantifiable insights.** Rather than pulling samples of open-ended responses, or summarizing feedback via imprecise searches, Luminoso uses all available customer communications to bring to light what people are talking about.
- **Take timely actions to improve the customer experience.** Because Luminoso's software doesn't need months of set-up time, it picks up on new industry terms, customer lingo and other shifting trends right away, so teams can take immediate steps based on those insights.

Liberty Global recently increased its ownership interest in Luminoso to approximately 8% of the company.

About Luminoso

Luminoso Technologies is a leading artificial intelligence (AI) and natural language understanding (NLU) company that enables companies to rapidly discover value in their unstructured data. Luminoso's award-winning software applies AI to accurately analyze text-based data, from any industry, without lengthy setup time or training. Luminoso can analyze unstructured data natively in 13 languages, including Chinese, Korean, Japanese, and Arabic. Companies use the insights that Luminoso's solutions uncover to streamline their contact center processes, monitor brand perception, and optimize the customer experience. The company is privately held and headquartered in Cambridge, MA. For more information, visit www.luminoso.com, and follow Luminoso on Twitter at [@LuminosoInsight](https://twitter.com/LuminosoInsight).

For additional information, contact Jeff Foley, press@luminoso.com, +1 617-682-9056, or Matt Beake, mbeake@libertyglobal.com, + 44 20 8483 6428.

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