Luminoso Accelerates International Growth by Establishing Japanese Subsidiary

Wholly owned subsidiary brings Luminoso's AI-powered natural language understanding technology to Japan to meet growing demand for automation of feedback data analysis

Cambridge, MA and Tokyo, Japan—June 27, 2018—Luminoso, the natural language company that provides AI-powered data insights, today announced that the company has established a wholly owned subsidiary in Japan, Luminoso Japan GK, to manage the strong demand for Luminoso's product solutions in the Japanese market.

Luminoso's natural language technology builds a nuanced understanding of tens of thousands of customer requests, including customer support tickets, employee survey responses and product reviews. By omitting the painful dictionary building process, Luminoso quickly brings to light trending topics and persistent issues, from any industry, that would normally take weeks to collect, collate, and report. By analyzing customer communications, the Luminoso solution creates meaningful insights that clients can use to enhance customer experience. The technology, now available locally from the new Japanese subsidiary, supports not only Japanese but also a dozen other languages, benefiting both Japan's domestic industries and global players.

"The opening of Luminoso Japan GK in Tokyo represents a significant step in solidifying our presence in Japan, and Asia overall," said Dave Smith, Representative Director at Luminoso Japan GK. "With Luminoso, teams in Japan achieve true automation of large portions of their natural language data analysis workflows. This is critical to overcome the labor shortages currently affecting all industries in Japan."

The new office in Tokyo adds to a global network of sales offices that already includes North America, Europe, and Australia. To complement its private cloud, on-premise, and North American-based public cloud product offerings, Luminoso is in the process of adding support for a Tokyo region public cloud.

"As Japan is a key market for Luminoso, we will provide it the appropriate investments to fully support our current and future clients in Japan," said Adam Carte, CEO of Luminoso. "Given Mr. Smith's expertise and past successes working with our Japanese clients, we expect Luminoso Japan GK to grow rapidly under his in-country leadership."

Unlike other natural language analysis solutions, Luminoso's unique technology doesn't require months of dictionary setup time, millions of documents, or expensive consultants to learn industry terms, customer lingo, and trending topics right away. Luminoso deployments can begin analyzing customer data in a matter of minutes, so companies can make better use of their workforce. Companies use it to:

- **Improve Customer Service** through Voice of the Customer initiatives by identifying positive/negative drivers and friction points in the customer journey.

- **Reduce employee churn** by analyzing Voice of the Employee data to understand and resolve top workforce issues.

- **Design and redesign products** using fresh market feedback from consumer reviews, complaints, and feature requests.

- **Research Market/Competitors** to make more informed business decisions by thoroughly understanding consumer preferences as well as competitive strengths and weaknesses.

- **Route customer inquiries** more accurately to reduce costs and increase satisfaction.

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 English, Chinese, Korean, 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.jp, and follow Luminoso on Twitter at @LuminosoInsight.

Contact Info:

For additional information, contact Dave Smith at dsmith@luminoso.com / +81 080-3721-3736 (Japan) or Jeff Foley at press@luminoso.com / +1 617-682-9056 (other regions).

# # #