

## Breaking Down Language and Cultural Barriers

### Applying the KeenCorp Power in a Global Setting

KeenCorp's revolutionary new approach to measuring employee engagement opens up opportunities across a number of business areas ranging from **Employee Engagement to Change and Integration, Governance and Risk** right to **Acquisitions and Investment**. By joining forces with Omniscien Technologies, a global leader in language processing, localization and specialized machine translation and machine learning, KeenCorp's innovative solution can be enriched and more rapidly be adapted to specific domains, therefore enabling rapid adjustments to specific needs.

#### **Example Use Case: Knowing Daily How Your Employees Are Feeling**

Around the world companies lose millions of dollars to unmotivated staff. If employees are not engaged it can cost at least 1 month of non-productive time per year. But if companies get it right, everybody wins. Where employees are highly engaged absenteeism is reduced by 3% and staff turnover by 66%, companies outperform their peers by 200%+ and add 8% to their bottom line.

#### *Employee Engagement Is Everyone's Business*

So, if there is so much value in employee engagement: Why is it still only managed within the domain of HR? Why is it only measured (bi)annually, compared to other KPIs that are tracked on a daily or weekly basis? And why is it not an integral part of management decision making, but measured through stand-alone surveys? KeenCorp and Omniscien Technologies share the believe that organizations should track employee engagement continuously and review it regularly, and all this at low costs, zero effort and in real-time, because this will create new insights and opportunities that just were not available before.



### *Simple and Unobtrusive Measurement Every Day*

Impossible? Not anymore. KeenCorp's revolutionary software uses proprietary artificial intelligence and psycholinguistic analysis. Its algorithm recognizes patterns and detects tension from regular e-mail and corporate messengers. It works unobtrusively in the background to provide automated and continuous reporting. This has huge advantages over traditional surveys and other techniques. It is simple, effective and economical.



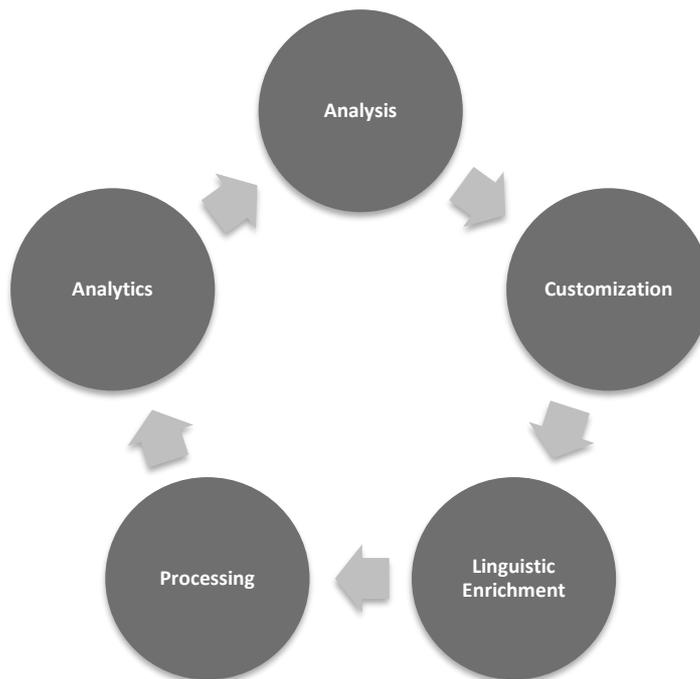
### *Privacy Is 100% Guaranteed*

The KeenCorp solution is safe: The privacy and confidentiality of each participant are 100% fully guaranteed. Every piece of text is anonymized, stripped, treated and added to larger cluster groups. Only a single index score is ever stored, which can never be traced back to an individual.



### **Ensuring “Best-in-Class” Results – Tailored to Your Needs**

Your organization and your business processes are unique. To ensure relevant results the KeenCorp solution is adapted and tailored to your business requirements through customization and enriched and adapted to global needs using the Omniscien Technologies capabilities, thereby creating a unique solution and a continuous feedback loop.



The customization and improvement cycle follows these key steps:

1. **Analysis**

Everything starts with an extensive analysis of your specific need and environment to ensure that the business requirements are well understood and can be translated into a relevant KeenCorp model.

2. **Customization**

With the analysis in hand the KeenCorp models are parameterized and tuned to your specific application to ensure maximum relevance.

3. **Linguistic Enhancement**

The linguistic enhancement step uses Omniscien Technologies unique technology to provide access to a broad set of language characteristics as well as providing accelerated localization for global application.

4. **Processing**

Once fully parameterized, the system goes into production, ingesting and processing all data it is exposed to.

5. **Analytics**

As a last step extensive analytics is performed to provide you with the results and insights required. Furthermore, additional enhancements can be injected to tune the model.

The proven and tested process ensures best in quality outcome and an ongoing quality improvement cycle that provides you with the best and most relevant results.

## About KeenCorp

KeenCorp provides a 24/7, real-time measure of employee engagement

KeenCorp believes that organizations can be stronger, fitter and greater by knowing their people better. KeenCorp is the only company in the world to measure employee engagement automatically, 24/7 and in real-time.

KeenCorp's software combines an artificial intelligence platform with psycholinguistic analysis to detect tension variations in written communications. The tension metric is a highly correlated leading indicator of employee engagement, governance, change and investment issues. Whereas traditional employee surveys are dated (typically conducted once per year), incomplete and unreliable, KeenCorp software unobtrusively and continuously evaluates email, chat and other digital communication streams. KeenCorp delivers real-time, honest and actionable results to measure engagement, to change company culture, and to identify Governance & Compliance issues before they become a liability. KeenCorp is not a "word search" software; it uses pattern recognition, sentence structure analysis, context analytics and trend analysis to reveal changes in engagement and tension.

KeenCorp was founded in 2011 in The Netherlands by a team of seasoned entrepreneurs and industry-leading experts in artificial intelligence, psychology and venture capital. The company has grown, building relationships with strategic partners and learning from pilot projects at clients over time.

Daily measurement of employee engagement should be as easy as checking your bank balance today. And employee engagement will be part of the everyday conversation about company and staff performance, used by leaders at all levels. Today, with KeenCorp's proprietary software solution, and unique expertise, KeenCorp is the only company in the world that enables organizations to do this.

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## About Omniscien Technologies

Omniscien Technologies is a leading global supplier of high-performance and secure high-quality Language Processing, Machine Translation (MT) and Machine Learning technologies and services for content intensive applications. Our wide range of solutions serves clientele from various industries including the Localization Industry, Online Research Services, Publishing, eCommerce, Media, Online Travel, Technology, Enterprise, and Government.

Omniscien Technologies has gained a reputation for cutting edge solutions with its Language Studio™ platform. Depending upon the customer's unique requirements, Language Studio™ can be deployed in a variety of ways to integrate with their in-house data processing and translation management systems, and it offers unparalleled levels of customization and control as well as feature rich pre- and post-processing, enabling customers with even the most complex data to achieve both high quality and high volume output to satisfy every use case. Omniscien Technologies has by far the most comprehensive and feature rich system in the market today.

Covering 550 language pairs and with a number of industry specific solutions, Omniscien Technologies remains the partner of choice for customers with complex, high-volume bespoke data processing and machine translation needs.

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