



Sentiment Analysis

Understand Customer Emotion Across Indian Languages – Instantly and Accurately

Detect sentiment in English and Indian languages — with live testing, API-based integration, and full control through JioCloud Sentiment Analysis.

The Challenge

- Sentiment tools often miss the mark when it comes to Indian languages - they're built for English and struggle with regional scripts or code-mixed expressions.
- Valuable insights in customer reviews, chats, or social media posts go unnoticed when feedback is informal, transliterated, or emotionally nuanced.
- Manual review doesn't scale, and most existing tools aren't built to analyse emotion in real time or across multiple languages.
- Developers face blockers - from the lack of API-ready solutions and testing environments to unclear pricing and limited operational control.



The JioCloud Solution

JioCloud Sentiment Analysis Service helps you detect and interpret emotion, positive, negative, or neutral — in both English and Indian languages, including code-mixed or informal text. It's designed for teams who need clarity at scale, whether they are reviewing feedback, triaging support tickets, or monitoring public sentiment.

What makes it unique is its ability to handle real-world language: colloquial phrasing, transliterated text, and nuanced emotions hidden within lengthy responses. You can test it live, integrate through REST APIs, and manage usage independently — with no setup delays or billing surprises. Sentiment analysis is designed to understand India's true voice.

Key Features

- **Multilingual sentiment detection**
Supports Hindi, Tamil, Telugu, Bengali, Marathi, Kannada, Malayalam, Assamese, Oriya, and English - including informal and code-mixed inputs.
- **Handles mixed-language and informal content**
Detects emotion in transliterated or colloquial expressions (e.g., "yeh service badi achhi hai").
- **Granular sentiment analysis**
Analyses at both sentence and paragraph level - with confidence scores and tone detection.
- **Live testing playground**
Paste sample content and validate sentiment output before going live.
- **API-based integration**
Secure REST APIs allow embedding into chat apps, dashboards, review systems, and feedback tools.
- **Self-service dashboard**
Manage provisioning, credits, and service usage without external support.
- **Flexible, usage-based billing**
Transparent pricing based on number of requests processed - with full visibility and control.



What You Gain

- Detect customer sentiment across English and Indian languages.
- Analyse informal and code-mixed text accurately at scale.
- Automate triage of support tickets, feedback, and complaints.
- Improve user experience with tone-aware insights across products.
- Preview outputs before deployment using a live Playground.
- Scale usage flexibly with API access and transparent billing.



Use Cases in Action

eCommerce product feedback optimisation

Analyse large volumes of product reviews written in mixed-language formats. Identify which part of a review reflects dissatisfaction - enabling focused improvements and automated moderation.

Customer support ticket triage and prioritisation

Detect urgent sentiment hidden inside polite messages. Sentence-level emotion tagging helps escalate issues quickly and improve SLA response times.

Social media listening and brand monitoring

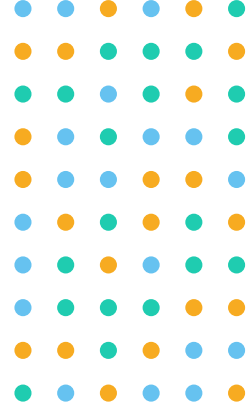
Track public opinion across Indian languages, detect shifts in tone, and understand campaign impact in real time - even in slang, sarcasm, or short informal posts.

Ideal for

- eCommerce and review-heavy platforms.
- Customer support and contact centers.
- Chatbot and conversational AI developers.
- Social media monitoring and public services.
- Feedback systems in healthcare or education.

Why JioCloud

- **Trained for Indian language input**
Built on regional expressions and usage, not just generic models.
- **Real-time testing on your data**
Try your content in the Playground before integration.
- **Developer-first API access**
Easy to embed, scale, and manage in your existing stack.
- **Self-service lifecycle control**
Provision, manage, or delete services with no delays.
- **Transparent billing with credit control**
Monitor usage and stay within budget using consumption-based pricing.



Start Understanding Emotion Smarter - with JioCloud

Reach us at jpl.cloudsales@ril.com or visit our (website) to get started with JioCloud Sentiment Analysis Service.

