Perceptyx AI Capability Overview

Perceptyx uses a variety of AI practices throughout its platform to deliver innovative solutions, focusing on ethical principles such as transparency and customer privacy. The platform leverages AI to enhance employee listening, generate insights, and provide guidance for action. Perceptyx's AI capabilities are designed to empower users with faster, smarter insights and more effective employee listening to support better decision-making. The AI practices used include Natural Language Processing (NLP), Generative AI, Machine Learning, and Rules/Heuristics.

Core AI Technologies

Perceptyx integrates four key AI technologies:

- **Rules / Heuristics**: Makes decisions by following a set of predefined rules based on human expert knowledge.
- **Machine Learning**: Algorithms that learn patterns from data to improve predictions and decision-making over time without explicit programming.
- **Natural Language Processing (NLP)**: Processes human language to analyze comments, categorize feedback, and extract meaningful insights.
- **Generative AI**: Creates new content, such as summarizing feedback or generating recommendations, based on patterns learned from large datasets.

AI Integration Across Perceptyx Products

AI techniques are embedded across the Perceptyx platform. Here's how different products use these capabilities:

- **Analytics Studio**: Uses Rules/Heuristics, Machine Learning, and NLP for advanced comment analytics for Admins and Creators. This includes comment analytics, theme extraction, and sentiment and intent analysis.
- **AI Hub**: Utilizes Machine Learning and NLP to analyze text data from sources outside the Perceptyx platform. It applies proprietary NLP models for theme, sentiment, and intent, as well as emotion analysis.
- **Advanced Reporting**: Incorporates Rules/Heuristics, Machine Learning, and NLP for advanced comment analytics for Managers. It provides comment analytics, theme extraction, and sentiment and intent analysis.
- **Activate**: Leverages Rules/Heuristics and Generative AI to provide context-aware behavioral suggestions and action plans. It offers personalized action recommendations, adaptive learning from user interactions, and automated action plan generation.
- **Comment Copilot**: Uses Machine Learning, NLP, and Generative AI. It offers sentiment, challenges, and improvement areas, with Generative AI-powered comment summarization and context-aware text generation.
- **AI Coach**: Uses NLP and Generative AI to offer on-demand, personalized coaching based on behavioral science. It provides conversational interactions and personalized support for workplace challenges.

- **Narrative Analysis Agent**: Employs NLP and Generative AI for a conversational AI tool that explores open-ended employee comments from closed listening events. It enables natural-language conversational interactions to deliver tailored summaries and insights to support analysis.
- **Conversational Listening Agent**: Uses NLP and Generative AI to enable users to share feedback through a natural, chat-style conversation. The Conversational Listening Agent guides the discussion and helps users express thoughts in natural language instead of completing a traditional survey.

Comment Analysis Capabilities

Perceptyx's AI provides in-depth comment analysis through several capabilities:

- **Theme Detection**: Identifies key topics using a supervised model, a lexical model, and an unsupervised model for automated topic discovery.
- **Intent Detection**: Understands how topics are discussed, with five strategic categories including Approval/Praise, Wants/Preferences, Should/Suggest, and Needs/Concerns.
- **Sentiment Analysis**: Gauges the overall sentiment of comments with three categories: Positive, Neutral, and Negative.
- **Emotion Model**: Captures emotional nuance in feedback using six fine-grained emotional valences: Anger, Fear, Love, Joy, Sadness, and Surprise.

These capabilities are integrated into various products: Analytics Studio, Advanced Reporting, and AI Hub.

Privacy and Security Commitment

Perceptyx is committed to responsible AI practices that prioritize data privacy and security. The company has the following certifications and compliance standards: ISO 27001 (Information Security Management System), SOC 2 Type 2, FedRAMP, and the Data Privacy Framework Program. We are actively pursuing ISO 42001 (Artificial Intelligence Management System) certification in 2026.

Key aspects of Perceptyx's privacy and security commitment include:

- **Privacy-Focused Machine Learning**: No customer-specific data is used in model training, and strict anonymization and security protocols are employed.
- **Dynamic NLP**: Language interpretability tools ensure consistent performance, and data augmentation techniques are used to mitigate bias.
- **Responsible Generative AI Use**: There's extensive testing and validation of AI prompts, a curated prompt library for user interaction, and built-in guardrails to ensure responsible use.
- **Named Entity Recognition (NER) Masking**: Before any data is sent to OpenAI, we apply our NER model to automatically mask names found in open-ended comments. This is a critical privacy safeguard required for processing comment data.

- **Transparency and Ethics**: The company provides clear communication about data usage, emphasizes the exclusion of customer-specific data, and adheres to ethical standards to build and maintain user trust.
- **AI Labeling**: AI features are labeled where used in Perceptyx products.
- **AI Feature Flagging**: Customers may choose to disable or not use AI products, these are not required for the platform to operate, but may limit functionality in certain areas where the feature is defined by its AI components and capabilities.
- **Data Protection**: Perceptyx processes data in accordance with data privacy laws, such as the GDPR. Your data is not used by Perceptyx or OpenAI to train models.