

## Automatic Lead Qualification with Opinion Mining in Customer Relationship Management Projects

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**Abstract :** Lead qualification is one of the main procedures in Customer Relationship Management (CRM) projects. Its main goal is to identify potential consumers who have the ideal characteristics to establish a profitable and long-term relationship with a certain organization. Social networks can be an important source of data for identifying and qualifying leads since interest in specific products or services can be identified from the users' expressed feelings of (dis)satisfaction. In this context, this work proposes the use of machine learning techniques and sentiment analysis as an extra step in the lead qualification process in order to improve it. In addition to machine learning models, sentiment analysis or opinion mining can be used to understand the evaluation that the user makes of a particular service, product, or brand. The results obtained so far have shown that it is possible to extract data from social networks and combine the techniques for a more complete classification.

**Keywords :** lead qualification, sentiment analysis, opinion mining, machine learning, CRM, lead scoring

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