



**MFG**

## **Magillem Focus Group**

### Overview

Magillem Focus Group is a powerful knowledge capture toolset that enables in real-time to collect and analyze large volumes of free-format text based on field activity, focus groups, and company meetings, thus enabling to extract verbatim the collective intelligence of your company.

### Main features

- Automate a verbatim collection process across multiple sources : field, web, meetings, etc
- Processes large volumes of information in real-time and extracts automatically major topics, trends, and weak signals
- Performs statistical and semantic analysis using thesaurii and ranking grids
- Offers multiple views on a corpus of information, and measures changing trends
- Incrementally enhances your knowledge bases
- Saves questionnaires and the history of analyses

### Benefits

- High-quality processing of information and enhanced analysis achieved by taking into account multiple contexts
- Accessible, decentralized, and collaborative tools to automate the verbatim collection and processing of information
- Produces extremely relevant reports and greatly improves the quality of questionnaires and surveys

### Related resources

- Business Case [Sharewizme](#)