



UNIVERSITY OF CENTRAL FLORIDA

**Rosen College of Hospitality Management**

9907 Universal Blvd. | Orlando, FL 32819

Media Contact: Susan Vernon-Devlin

[Susan.Vernon-Devlin@ucf.edu](mailto:Susan.Vernon-Devlin@ucf.edu) | 407-903-8151

[hospitality.ucf.edu](http://hospitality.ucf.edu)

**FOR IMMEDIATE RELEASE**

**ROSEN COLLEGE OF HOSPITALITY MANAGEMENT ANNOUNCES DATANAUTIX PARTNERSHIP**

*Hospitality Industry to Benefit from Guest Review Analysis*

**Orlando, FL** (January 10, 2017) -- UCF Rosen College of Hospitality Management and Datanautix, Inc., a machine learning and customer experience analytics firm, have partnered to help drive better insights into guest experiences for the Central Florida hospitality industry.

Leveraging Ana, the Datanautix artificial-intelligence powered comment analytics platform, the Rosen College-Datanautix partnership will interpret comments and reviews to better understand guests' experiences at resorts, hotels, restaurants, theme parks and attractions. Rosen College faculty, Dr. Fevzi Okumus and Dr. Ahmet Ozturk and Florida Atlantic University faculty member Dr. Anil Bilgihan, will work with the Datanautix team to teach Ana about hospitality. With a record-setting 66 million visitors in 2015, Orlando, Florida, is officially the most visited destination in the United States. Ana can become a key part of developing plans for continuous improvement, ensuring growth and visibility of the region with tourists travelling to Orlando from around the world.

"In line with the UCF strategic objective as a partnership University, we are excited about this collaboration and the impact it can have on both local businesses as well as globally," said Dr. Abraham Pizam, Dean of the Rosen College. "It is our responsibility to train and develop the hospitality leaders of tomorrow while also helping the industry evolve and change. Review analysis that will impact the future of the guest experience is critical in that equation."

"We have built our customer experience analytics solution, Ana, to work right out of the box. By adding new algorithms and heuristics developed by Dr. Okumus and his team, we will be able to provide deeper and more actionable insights to the hospitality industry," said Sanjay Patel, founder and president of Datanautix. "Ana is consistent, accurate, continuously learning and becoming more productive and efficient. Our partnership with Rosen College is another step in the continued development of Ana."

The Rosen College-Datanautix partnership combines the deep industry expertise of Rosen College, one of the leading hospitality management programs in the world, with the artificial-intelligence based customer experience analytics technology developed by Datanautix. This combination will accelerate the development of industry transforming solutions.

“We want to help the industry understand how to handle the explosion in word-of-mouth marketing and the impact of what is shared in the public domain on consumer decision making,” said Dr. Fevzi Okumus. “The ability to quickly understand and respond to consumer opinions can provide a significant strategic and competitive advantage to businesses.”

The Rosen College-Datanautix partnership will include local hospitality and tourism businesses. Discussions are already underway with several large resort and hotel properties, attractions and restaurants to analyze their guest experience data. The results provided by Ana will give the hospitality industry a new perspective on their guests Orlando Experience.

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**For more information about Ana please contact:**

- Dr. Fevzi Okumus, UCF Rosen College of Hospitality Management, 407-903-8177 [fevzi.okumus@ucf.edu](mailto:fevzi.okumus@ucf.edu)
- Sanjay Patel, Founder & President, Datanautix, 407-349-5330, [sanjay@datanautix.com](mailto:sanjay@datanautix.com)

**About the UCF Rosen College of Hospitality Management**

The UCF Rosen College of Hospitality Management, located in Orlando, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Ranked in the top five hospitality management programs worldwide, Rosen College has been an educational leader for over 30 years. Uniquely positioned in America’s top tourism destination, we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit [hospitality.ucf.edu](http://hospitality.ucf.edu).

**About Datanautix:**

Datanautix specializes in building software to help companies make sense of customer feedback. With product offerings in comment analytics as well as sales/service chat analysis, Datanautix has helped companies across the world, in industries ranging from healthcare to customer service. Powered by proprietary machine learning and natural language processing algorithms, the Datanautix SaaS platforms are designed to accelerate the time to actionable insights from raw open-ended customer feedback. For more information, visit [www.datanautix.com](http://www.datanautix.com).