Federal regulatory agency

FEDERAL REGULATORY AGENCY

98% of duplicate comments found, live in six weeks.

A U.S. federal regulatory agency expected a flood of public comments on a proposed rule. With Syntasa, Google Public Sector and T&T Consulting Services, its reviewers saw over 98% of duplicate and near-duplicate comments identified, on a system live in six weeks.

SECTOR
Public sector

INDUSTRY
Federal regulation: rulemaking and public comment review

REGION
United States

DEPLOYMENT
Syntasa Behavioral Sentiment Analytics on Google Cloud, with Google Cloud large language models and Looker

PARTNERS
Google Public Sector and T&T Consulting Services

USE CASES
Duplicate comment detection, Sentiment on a proposed rule, Comment summaries and search, Reviewer dashboards

DUPLICATES FOUND

98%+

of duplicate and near-duplicate comments identified

TIME TO LIVE

6 weeks

from start to a system in production, with results right away

CONTEXT

Every comment read, however many arrive.

The agency's main job is to create or change the rules that guide the industry it regulates. Once in place, those rules have the force of law and are enforced by the agency.

Part of the process is asking the public for comments on a proposed rule, which keeps the agency transparent and accountable. In late 2023 the agency proposed a rule that, like earlier ones, was likely to draw a lot of attention.

CONSTRAINT

A flood of comments, on a deadline.

- **Every comment reviewed.** Legal experts had to review each public comment to reduce the risk of legal challenges.
- **A volume that could overwhelm.** The expected number of comments threatened to swamp the team in a short review window.
- **Duplicates everywhere.** Earlier reviews showed many comments were duplicates or minor variations of others.
- **Compliant and secure.** Any solution had to meet regulatory standards and keep the data confidential.

TIMELINE

How the work grew.

EARLIER RULES

Duplicates slow review

Past reviews show many comments are duplicates or minor variations of others.

LATE 2023

A high-profile rule

The agency proposes a rule likely to draw a flood of public comments.

6 WEEKS

Live

With T&T Consulting Services and Google Public Sector, the whole system goes live.

REVIEW

Results right away

98%+ of duplicate and near-duplicate comments identified for reviewers.

ABOUT FEDERAL REGULATORY AGENCY

A U.S. federal government agency that creates or changes the rules guiding the industry it regulates. Once in place, its rules have the force of law and are enforced by the agency. The agency isn't named.

DEPLOYMENT

From public website to reviewer dashboard.

Syntasa, Google Public Sector and T&T Consulting Services used Syntasa's pre-built Behavioral Sentiment Analytics solution on Google Cloud.

01

Bring the comments in securely

Comments are transferred securely from a public website to Google Cloud Storage.

02

Find exact and near duplicates

An advanced deduplication process, using Google Cloud large language models, separates exact and near duplicates from original comments.

03

Read sentiment, summarize, search

A pre-trained model scores each comment for or against the rule, long documents get brief summaries, and search finds similar comments by keyword.

04

Review in Looker

Custom Looker dashboards, refined with reviewers, assign comments and let reviewers make changes and add notes, behind multi-factor authentication.

ARCHITECTURE

Behavioral Sentiment Analytics on Google Cloud

Public website
Comments on the proposed rule

→

Google Cloud Storage
Secure transfer

→

Syntasa with Google Cloud LLMs
Deduplication, sentiment, summaries

→

Looker dashboards
Assignment, review and notes, behind MFA

→

Reviewers
Attorneys and legal experts

HOW IT WORKS

How a comment is reviewed

Google Cloud large language models do the heavy lifting, so reviewers spend their time on original comments.

1 **Deduplicate**
Exact and near duplicates are found among the public comments.

2 **Score sentiment**
A pre-trained model assesses whether each comment is for or against the rule.

3 **Summarize**
Longer documents get brief summaries.

4 **Search**
Similar comments containing specific keywords are easy to find.

RESULTS

The numbers.

MEASURE	BEFORE	WITH SYNTASA
Duplicate and near-duplicate comments	Reviewed by hand	**98%+ identified**
Comment sentiment	Read one by one	**Scored for or against**
Finding similar comments	Manual	**Keyword search**

WHY SYNTASA

What made the difference.

- **Pre-built.** Behavioral Sentiment Analytics was ready to deploy, not built from scratch.
- **Google Cloud AI.** Google Cloud large language models for deduplication and analysis.
- **Secure.** Multi-factor authentication, with T&T leading security and compliance.
- **Fast.** Live within six weeks, with results straight away.
- **Built for reviewers.** Looker dashboards refined with the people who use them.

About Syntasa

Syntasa is the data and AI platform that runs inside your own cloud, turning first-party data into models, audiences and real-time decisions without copying it anywhere else.

Talk with our team
syntasa.com/contact