/ AI Social Listening /

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Lenx — AI Social Listening with Assistive Inauthentic-Post Detection

Regular monitoring, authenticity triage, and human review — built for public communication and reputation workflows.

Fasta.ai Limited | **Product: Lenx / lenx.ai** | **Hong Kong**

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Fasta.ai Limited builds Lenx, an AI social listening and analytics platform

In-house

Crawlers for Hong Kong and Greater China

Lenx collects from Hong Kong and Greater China sources with its own crawlers.

XHS

Xiaohongshu posts and reels

Reels are transcribed with Whisper speech-to-text, so spoken content becomes searchable text.

AI + people

AI tagging with human review

Topic, sentiment, entities and relevance are tagged by AI; analysts keep the final call.

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Why this solution fits public communication

Public communication

Watch what people say

Watch keywords about schemes, services, and brand mentions on Xiaohongshu and other channels.

Assistive triage

People keep the final call

Likely inauthentic or template-copied posts are flagged into a review queue.

Accountable workflow

Evidence with every flag

Officers escalate real issues and discard noise, with an audit trail of why each post was flagged.

What we do not claim: Lenx assists triage. It does not claim perfect automatic classification of “fake” content. Final judgement remains with people.

SOLUTION

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How Lenx works
end to end

1. Collect Keywords and channels via the Lenx Open API and crawlers

2. Analyse Topic, sentiment, relevance and entities

3. Enrich Reels transcribed with Whisper speech-to-text

4. Flag Authenticity and coordination signals, with evidence

5. Review Analysts escalate real issues or discard noise

Two ways to work

Ad-hoc search
Search keywords and topics like a social search engine for a focused pull.

Scheduled monitoring
Ongoing tasks, with WhatsApp and email alerts for negative or abnormal mentions.

Authenticity-aware method

How Lenx monitors Xiaohongshu, with people making the final call.

01 **Define keywords and task**
Agree topics on public services, schemes or brand; set up as ad-hoc analysis or scheduled monitoring.

02 **Collect via Lenx**
Matching Xiaohongshu posts and reels become structured records: caption, account, time, engagement, media.

03 **Route and enrich**
Text posts stay on the caption path; reels are transcribed with Whisper speech-to-text into the same record.

04 **Score suspicious patterns**
Near-duplicate captions, template or promo language, burst posting and coordinated behaviour are flagged with evidence.

05 **Human review**
Analysts get WhatsApp or email alerts, open the post, and escalate genuine concerns or discard noise.

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Xiaohongshu data flow: posts and reels share one review path

Stage	What happens	Output
Keywords and collection	**Agreed topics are collected from Xiaohongshu through the Lenx Open API**	Posts or reels as structured records
Posts	**Caption and metadata (account, time, engagement) are kept**	Unified record
Reels	**Whisper speech-to-text turns spoken content into text**	Unified record with transcript
Authenticity filter	**Duplicates, templates and coordination patterns are scored**	Review queue: analyst escalates or discards

What analysts see and do

1 Dashboard and digests

Volume, sentiment, top threads and daily trend, with channel and post-type filters.

2 Review queue for flags

Likely inauthentic posts with evidence of why each was flagged, a link to the post, and escalate, discard or note.

3 WhatsApp and email alerts

Alerts for negative or abnormal mentions, with optional AskLenx Q&A on related posts.

4 Reporting

Customised report packs and scheduled summaries for the team.

How a trial can run

A focused proof of concept on Xiaohongshu in the Lenx cloud.

01 **Agree a small set of keywords**
Focus on the services or schemes under review for the period.

02 **Run analysis in the Lenx cloud**
Collection, Whisper enrichment for reels, and authenticity scoring run in the Lenx environment.

03 **One refinement round**
Review results together once; adjust keywords or thresholds based on feedback.

04 **Validate and close**
The department validates the flags and decides on next steps.

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What is needed — and what is not

Item	Standard trial / service
Hosting	Lenx cloud — no on-site servers required
Hardware / GPU	Not required for standard monitoring and triage
Access	Browser-based analyst interface
Inputs from the department	Agreed keywords, review contacts, language preferences
Optional later	Bilingual report packs; on-premise or private cloud if policy requires

Special requirements for a basic trial: none beyond keywords, a small reviewer group, and a point of contact for setup and feedback.

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Why Lenx

Coverage

Scheduled refresh

In-house crawlers for Hong Kong and Greater China sources, refreshed on a schedule.

AI + human loop

Analysts can always override

Sentiment, topics, abnormal-activity detection and authenticity flags, with people making the final call.

One-stop workflow

Flexible tasking

Ad-hoc search or ongoing monitoring tasks, WhatsApp and email alerts, and AskLenx Q&A on related mentions.

Contact us for a trial

Sam Ho, Product and AI Lead · lenx.ai

Run a focused Xiaohongshu proof of concept in the Lenx cloud.