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Monitoring Social Media for Customer Insights

Traditional players in consumer-focused industries such as retail and hospitality need new and innovative approaches to business to fend off intense competitive pressure from *disruptors*.

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Challenge

As disruptors redefine retail, hospitality and other consumer-focused industries, traditional players need to develop new and innovative approaches to business. Businesses face intense pressure to create new ways of engaging with customers and create meaningful connections. To remain competitive, they need to deploy digital capabilities to analyze massive volumes of data and gain insights into customers. For forward-thinking enterprises looking to optimize the customer experience through an omnichannel, data-driven approach, social media represents a huge and largely untapped opportunity.

"DISRUPTORS REDEFINE RETAIL, HOSPITALITY AND OTHER CONSUMER-FOCUSED INDUSTRIES, AND TRADITIONAL PLAYERS NEED TO DEVELOP NEW AND INNOVATIVE APPROACHES TO BUSINESS."

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Solution

Social media analytics solutions track customer behavior to provide "advanced audience insights." By monitoring and analyzing conversations on social, digital and traditional channels, businesses can track emerging trends, define actionable insights and optimize the impact of their customer strategies and communication efforts.

Our analytics solution is a listening and analytics SaaS application that provides coverage in 187 languages across 196 countries, as well as access to over 20 social channels, IM apps, review and streaming sites (Instagram, Facebook, Twitter, TripAdvisor, Kakoa Story, Twitch, Amazon, Google Play, etc.) plus customer service media sources and websites. Leveraging the latest analytics capabilities, including video capture and analysis, you can build robust queries that help analyze brand awareness, consideration and intent to purchase for different audience segments and export the results to gain insight into customer life cycle stages.

❝ SOCIAL MEDIA ANALYTICS SOLUTIONS TRACK CUSTOMER BEHAVIOR TO PROVIDE ADVANCED AUDIENCE INSIGHTS.❞

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Benefits

Effective social media analytics yield a wealth of information about customers that can't be obtained through traditional media outlets. Meaningful audience segmentation based on demographic data, interests and occupations can be correlated to purchasing decisions. Measuring social performance helps protect brands and reputation and supports campaign strategy via content ideation, influencer management and trend research. AI-powered sentiment analysis and predictive analytics allow businesses to apply keener insight when developing and executing initiatives.

"MEASURING SOCIAL PERFORMANCE HELPS PROTECT BRANDS AND REPUTATION AND SUPPORTS CAMPAIGN STRATEGY VIA CONTENT IDEATION, INFLUENCER MANAGEMENT AND TREND RESEARCH."

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