

# SOCIOSEER<sup>7</sup>

Shape Customer Conversations into  
Powerful Business Opportunities –  
**Social Listening Minus the Clutter**



**WNS**

SOCIOSEER<sup>1</sup>



# Penetrating the Vast and Disorderly World of Social Media

Creating a successful brand story in today's disruptive and overcrowded marketplace is a challenge. And when you consider the unruly world of social media where zillions and zillions of online conversations happen on a daily basis, the challenge is accentuated. Culling real brand-impacting insights from a deluge of noise is what companies must focus on. Social Listening thus becomes important for companies in their endeavor to leverage the VOC to gauge brand equity and fashion smart business strategies.

## What Business Leaders Truly Seek

- Contextualizing all the talks and murmurs taking place on social media
- Distilling meaning and insights from the 'white noise' of customer conversations
- Predicting customer's next thinking and action
- Tracing the reasons for a shift in brand loyalty
- Seeking intelligence on brand performance - not just against competition, but also in the wider industry arena to:
  - Drive product and service innovation
  - Implement effective marketing campaigns
  - Identify opportunities and threats

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## Beyond White Noise, to True Customer Conversations

WNS SocioSEER™ is an unprecedented platform distilling the 'social' world with high-end analytics to create incisive, unique and smart insights. It is a proprietary machine learning- and AI-based platform that lets organizations create brand advantage by harnessing the real power of social media. This cloud-based solution is built on a scalable, open source tech stack that uses WNS proprietary RE.CO.IN, leveraging advanced big data technologies and advanced text algorithms.



# WNS SocioSEER™ -

A social media platform that has the power to impact your top-line and brand equity for real.





# The Face of Differentiated Innovation-

## The power-packed products make SocioSEER™ a world-class platform

TruSocial

- Intelligent algorithms that eliminate irrelevant noise
- Pre-built pristine brand data sets that reflect true 'customer speak' across the globe, across all frontline social media, blogs and forums

CaTS™  
Categorized theme set

- An industry benchmarked, domain-specific pre-built category theme set
- Perfected over millions of relevant customer conversations
- Provides key operational metrics, agile security and crisis management confidence



SOCIOSEER<sup>7</sup>BEI

- A single unified index
- Incorporates all social media inputs across platforms
- Provides key benchmarking and social impact inputs for quick decisions and actions – within categories and within industries
- Measures Brand Loyalty (L), Perceived Value (PV) and Customer Association (A)



TruMarket™

- Identify and track all 'Active Market Participants (AMPs)' in the industry
- Build various personas
- Micro target participants for customer retention through marketing campaigns
- Strategize beyond competition to account for the industry at large through research
- Gain active category intelligence at an industry level



# A Comprehensive Solution that Leaps BEYOND Social Impressions to Create Forces of Change

SocioSEER™ brings to the fore cutting-edge functionalities and features that make it a comprehensive and industry-leading solution:

## **'TRUE' CUSTOMER-CENTRIC ACTIONABILITY**

Enables engagement optimization within a dynamic customer base (loyalists / value seekers / casuals); identifies influencers, key leaders at the industry-level and theme level, operational insights.

## **'TRUE' COMPETITIVE INTELLIGENCE**

Drives understanding of marketing efforts (including campaigns) and business impact against competition; benchmarks customer service against competition; surpasses and sets the highest standards of performance.

## **ADVANCED ANALYTICS**

Builds innovative classifications, segments and meta-data splits using industry-leading machine learning algorithms; enables efficiency through cloud deployment across NoSQL databases.

## **UNIVERSAL ACCESS**

100 percent open data, all-device readiness and simple login-based cloud access with real-time alerts and updates; proprietary crawling and indexing technology.

## **FLEXIBLE DEPLOYMENT**

Brand-specific deployment along with named competitors; no requirements for ad-hoc querying or any platform credentials.

## **QUICK, AUTOMATED & SCALABLE**

Zero manual intervention, fast and powerful, running multiple complex queries in parallel for real-time results.

Scalable solution to handle multiple data sources from social media channels (Twitter, Facebook, Instagram, YouTube, and LinkedIn etc.), blogs, forums, and news and review sites.

# First-of-its-kind

## Social Media Brand Equity Index

SocioSEER™ is well aligned to your business goals.

### Goal#1 - Brand Health

INSIGHTS YOU NEED	METRICS YOU GET	WHAT YOU CAN DO SUCCESSFULLY?
<ul style="list-style-type: none"><li>▪ What do people really feel about your brand?</li><li>▪ What are the resonance, spread and platforms of your customer conversations?</li><li>▪ Who are your brand influencers?</li><li>▪ What are the factors that drive your brand loyalty?</li><li>▪ What are the challenges and how can you manage them proactively to avert a crisis?</li></ul>	<ul style="list-style-type: none"><li>▪ Overall Social, Loyalty, Perceived Value and Association Index</li><li>▪ Sentiment ratios   Key themes, mentions</li><li>▪ Platform analysis   Industry buzz / drag</li><li>▪ Top 10 industry index   Share of voice</li></ul>	<ul style="list-style-type: none"><li>▪ Act on real-time market insights</li><li>▪ Scenario planning / intervention</li><li>▪ Proactive crisis and reputation management</li><li>▪ Build trust / advocacy with influencers</li></ul>

### Goal#2 - Benchmarking against Competition and Industry

INSIGHTS YOU NEED	METRICS YOU GET	WHAT YOU CAN DO SUCCESSFULLY?
<ul style="list-style-type: none"><li>▪ What are your competitors' go-to-market strategies and themes?</li><li>▪ How is competition perceived vs. your brand - across platforms, positioning etc.?</li><li>▪ What are the key threats and opportunities?</li><li>▪ Benchmark campaign performance (both offline / online)?</li><li>▪ Does your messaging need changes</li><li>▪ Is the marketing plan aligned to the medium and content for the best ROI?</li><li>▪ How can you improve SEO?</li><li>▪ How is your brand performance w.r.t. similar industry players?</li></ul>	<ul style="list-style-type: none"><li>▪ Sentiment by Competitor, Loyalty, PV Indexes</li><li>▪ Themes by competitor   Sentiment ratios</li><li>▪ Buzz, drags</li><li>▪ Index uplift vs. spend; changes, volume</li><li>▪ Channel metrics, sentiment, share of voice</li></ul>	<ul style="list-style-type: none"><li>▪ Leverage competitive intelligence</li><li>▪ Optimize media marketing mix for better ROI</li><li>▪ Refine content marketing to reach specific users</li><li>▪ Refine timing around marketing insertions across media</li></ul>

# Driving Pervasive and Measurable Business Impact

Brand Equity | Customer-Centricity | Topline Revenue

**50%** reduction in  
cost of social media  
analytics ownership

No additional spend on:

- Social media data
- Analysts
- Reporting requirements across customer service, marketing and social insights

**2X**  
customer-centricity

- Operational insights at segment level
- Active alerts
- Tiered response regimen
- Equity index measurement
- 'No surprise' philosophy

**50%** lower  
marketing spend

- Access to specific personas for solicited research inputs - at a fraction of the cost on social media

**150%** increase  
in campaign ROIs

- Industry / competitor level personalized persona campaign
- Definitive topline growth

**100%** institutionalization of  
social media insights

- APIT (Any point in time access) enterprise-wide to institutionalize social media insights
- For example, retrace brand events and impact to 12 months earlier for in-depth understanding

# Partnering for a Difference – WNS Capabilities

## **Domain Knowledge**

With nearly two decades of proven experience in partnering leading Fortune 500 organizations, WNS' strong team of industry experts, consultants and analytics professionals deliver advanced analytics and big data services to myriad clients across the world. We provide complete decision support and serve some of the most dynamic businesses in Retail, CPG, Travel, Hospitality, BFSI, Energy & Utility, and other emerging sectors to achieve transformational results.

## **Technology Leadership**

We leverage best-in-class technology to deliver Business Process Management (BPM) solutions to our clients worldwide. We collaborate with leading technology providers to offer innovative solutions that address the pain points of our clients. WNS TRAC™ is an all-encompassing suite of next-gen BPM technology solutions powered by Robotics, Analytics and Cloud that enables clients' processes to rapidly achieve desired business outcomes.

## **Analytics Expertise**

Our 2,200+ strong analytics team comprises highly skilled and experienced data scientists and analytics professionals. Our domain-backed and consultative approach provides actionable insights to our clients. WNS Analytics' award-winning data exploratory and self-service BI product, Brandttitude™, and the highly acclaimed WNS IDEA suite combine some of the most advanced analytics solutions to solve the most critical business challenges. WNS Analytics offers marketing analytics, customer analytics, social media analytics, big data, predictive analytics and business intelligence.

# WNS

Extending Your Enterprise

WNS (Holdings) Limited (NYSE: WNS) is a leading global Business Process Management (BPM) company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including Travel & Leisure, Insurance, Banking & Financial Services, Manufacturing, Retail & Consumer Packaged Goods, Telecommunications, Media & Entertainment, Shipping & Logistics, Healthcare and Utilities.

WNS delivers an entire spectrum of business process management services such as finance & accounting, customer care, technology solutions, research & analytics, procurement, human resource outsourcing and industry-specific back-office and front-office processes.

WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, UK and US.

Know more on [www.wns.com](http://www.wns.com)

For a DEMO and more details on  
SocioSEER™, write to [marketing@wns.com](mailto:marketing@wns.com)

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