The Essence of a Strong Brand Story: Extracting Sense and Sentiments from Social Media Content

- Filter Out Noise
- > Understand Customer Voice
- > Refine Marketing Strategy

SOCIOSEER

SOCIOSEER

Cut Through the Clutter, Convert Social Conversations into Business Opportunities

Creating a brand in today's ever-shifting and hyper-competitive marketplace is difficult. Frequent market disruptions and changing customer behaviors and expectations are shaking the very foundation on which a brand stands. One distinct shift is the increased use of social media by customers to get to know a brand or share their own experiences with a brand. And when you consider the unrestrained world of social media where zillions and zillions of online conversations happen daily, the real challenge is culling brand-impacting insights from a deluge of noise. Hence social media monitoring, listening and analytics become critical components of a brand's survival toolkit.

Brands are aware that it is imperative to invest in a social media platform. There is an opportunity to elevate the customer experience through social media, but the success record of brands in this regard is mostly patchy.

Key challenges and questions before marketers:



Data: 50%+ of social media is white noise.

How can I de-clutter the data and distill meaningful insights?

Context: Meaning is lost if there is no industry lens to apply to the content. How do I assign industry-specific themes to conversations and benchmark them against my competitors?



Metric: There are too many tools and metrics needed to capture the customer voice across various channels.

Is there one tool and metric that gives a 360-degree view of customer sentiments across social media, blogs, review websites and other channels?

SOCIOSEER⁷

Beyond White Noise, to True Customer Conversations

SocioSEER[™] is an advanced Social Media Monitoring, Listening and Analytics platform that cuts through the white noise generated by meaningless chatter and sifts out relevant insights for marketers. The award-winning, cloud-based platform leverages Machine Learning (ML), Artificial Intelligence (AI) and big data analytics. It is built on a scalable, open-source technology, using WNS' proprietary RE.CO.IN (Refine, Context and Insights) methodology.

SocioSEER[™] is today one of the most feature-rich social media tools in the market.

SocioSEER[™] - A Snapshot



An Integrated Platform to Drive Customer Experience and Brand Equity

SocioSEER[™] is a social media management platform that enables brands to refine, contextualize and benchmark social content, and elevate the customer experience and brand equity in today's age of heightened digital engagement. The smart platform helps analyze unstructured customer feedback from social media, blogs, news, online forums, ratings and review sites, e-mails, surveys and chats. With SocioSEER[™], marketers can discern the customer's voice, create reports, improve social media community engagement, manage campaigns better and continue to grow the brand.

Differentiated Offering with Industry-Specific Themes

- End-to-end analytics with 360-degree data support including enterprise data across multiple languages for holistic insights and actions
- Industry-specific use cases categorized under different themes and cross-industry insights being applied for benchmarking
- Identify, segment and derive consumer insights for forward-looking actions and hyper-personalization
- Ability to create metrics as currencies and measure the incremental impact of each associated activity
- Modular and scalable across markets to respond faster to changes across customer, competitor or marketplace behaviors
- 15+ prediction algorithms, 100,000+ training dataset documents, 1000+ features
- Social media platform agnostic with built-in Application Program Interfaces (APIs)
- Coverage across industries such as airlines, banking, insurance, consumer packaged goods, retail, energy & utility, media
- Ability to manage all engagement and campaign metrics, customized brand Key Performance Indicators (KPIs)
- Experience of tracking multiple social media handles with an overall base of 100+ million conversations

Cutting-edge Levers Enabling the Comprehensive, Customer-centric and Scalable Solution



Analysis of both structured and unstructured data

- 🔂 🛛 Multi-lingual support
- Data science text mining algorithms (NLP)
- 🏦 Regulatory compliance
- \varTheta Human-curated insights
- **₽**
- Cross-industry best practices



Proprietary domain frameworks



Multi-source data

The Face of Differentiated Innovation – Power-packed Products that Make SocioSEER™ a World-class Platform

- Unified Index | 100% Online Coverage
- "0" Noise | Increases Sensitivity to "Happenings"
- Clear Causality with Customer Feedback

Monitoring and Engagement

- Track Metrics at the Handle Level Engagement, Conversion, Amplification, Applause etc.
- Benchmark Metrics Vs. Industry Level Vs. Competition Level
- Insights on Follower Growth Rates Vs. Competitors
- Industry Contextualized Categorized Theme Sets (CaTs)
- Benchmark at Industry / Competition Level
- Industry Share of Voice by Theme
- Decisive Triggers at Category Level | Active

Measurements and Benchmarks

- Measure Campaign Content Relevance & Success
- Cover all Social Media Platforms
- Benchmark with Industry-level Campaign Leaders
- Closely Track Top #Hashtags | Campaign Sentiments
- Track All "Industry Participants" | Build Personas
- Micro Targeting Customer Retention | New Customer Campaigns
- Strategize Beyond Competition > Industry | Strategic Research
- Active Category Intelligence at Industry Level

Valuable Insights and Superior Customer Service

- ▶ Responsiveness | Satisfaction vs. Industry vs. Competition
- Track Risky Conversations | Benchmark Industry Metrics
- Drive Customer Service Effectiveness Across Channels



Tru**Social**



A Convergence of Domain Knowledge, Al Technologies and Analytical Expertise

- Proven Business Benefits
- Impact Across Industries
- Strategic Advantage

50% reduction in the 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, brand health

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

> Up to 50% lower spend on market research

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

> Up to 150% increase in campaign ROIs

- Industry / competitor level personalized persona campaign
- Definitive top-line growth

> 100% institutionalization of social media insights

 Any-point-in-time enterprise-wide access to institutionalized social media insights.
For example, go back 12 months to better understand the impact or repercussions of an event





Deployments Across Multiple Industries, Global Coverage

How SocioSEER[™] Solved Customer Problems: Brief Success Stories

Emerging Artistes Identified

Client: Global media and entertainment leader

Objectives: Identify new talents across channels, determine the value of the artiste based on audience sentiment and use social media performance to decide on contract renewals

Challenges:

- > Analyzing social media data is a manual exercise involving a large team
- ► Low coverage (1,000 artistes and five countries)
- ► No real-time updates
- No auto-refresh of data

SocioSEER[™] helped:

- ▶ Build a 360-degree view of artistes across channels
- Cover 10,000+ artistes in real-time
- Provide social engagement scores to gauge the true value

Outcomes achieved:

- ▶ Optimized spend promotions reduced by 25%, channels by 20%
- > 2X speed to track competition through enhanced visibility
- ▶ 10,000+ artistes across APAC region covered

Boosting a Brand's Social Sentiments

Client: South African (SA) retailer

Objectives: Categorize social speak based on lines of business, competitive analysis of new entrants, measure performance and industry benchmarking using unstructured social text and understand social buzz during festive seasons

Challenges:

- Data capture limited to SA retail industry only
- Categorizing data across lines of business and theme sets
- ► Data uniformity, segregating common names and non-SA associated brands

SocioSEER™ helped:

- Use keyword-based tagging to categorize data
- ► Deploy TruTriggers to inform the brand in real-time about a negative comment
- Deploy TruSocial to tap pan-industry data to identify trends
- ► Use Brand Equity Index to measure brand performance
- ▶ Smart business decision-making through a business report and dedicated analyst support

Outcomes achieved:

- Social sentiment for the brand improved with real-time customer speak monitoring
- ► 2X savings on social media marketing expenses
- ▶ Process improvement inputs provided at the store level through real-time analysis



Partnering for a Difference – WNS Capabilities

Domain Knowledge – Nearly two decades of experience in providing decision support services to leading Fortune 500 organizations. The team comprising industry experts, consultants and analytics professionals delivers advanced analytics and big data services to 200+ clients across industries around the world.

Technology Leadership – Next-gen business process management solutions underpinned by robotics, analytics and cloud. WNS collaborates with leading technology providers to create innovative tech-driven solutions.

Analytics Expertise – Our 2,900+ people-strong analytics team comprises highly skilled and experienced data scientists, researchers, AI and ML experts as well as industry practitioners. We offer a proprietary suite of advanced platforms and tools encompassing marketing analytics, customer analytics, social media analytics, big data, predictive analytics and business intelligence. To cite a few specific examples: Skense is an easy-to-deploy data extraction and contextualization platform powered by advanced AI / ML techniques. It provides businesses with quick, accurate and actionable insights. WNS Sentinel is our AI-led tracking tool that accelerates new product development through early identification of trends. Our cloud-based integrated analytics platform, WNS Agilius, refines and accelerates the 'data-to-insight' journey.

About WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.

For a **demo or more details on SocioSEER™**, write to marketing@wns.com

COPYRIGHT © 2020 WNS GLOBAL SERVICES



