The Brand's Guide to Modern Consumer Insights

Crimson Hexagon

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Modern consumer insights

The importance of consumer insights has held steady since the dawn of advertising in the 1930s, but the sources and methods of uncovering these insights have changed dramatically.

The explosion of data from social media, public online sources, and from enterprise systems combined with advancements in artificial intelligence have given brands access the ability to answer the question "what do consumers want?" like never before.

In this guide, we'll explore what's driving this "golden age" of consumer insights, and how brands can tap into it. Specifically, we'll explain:
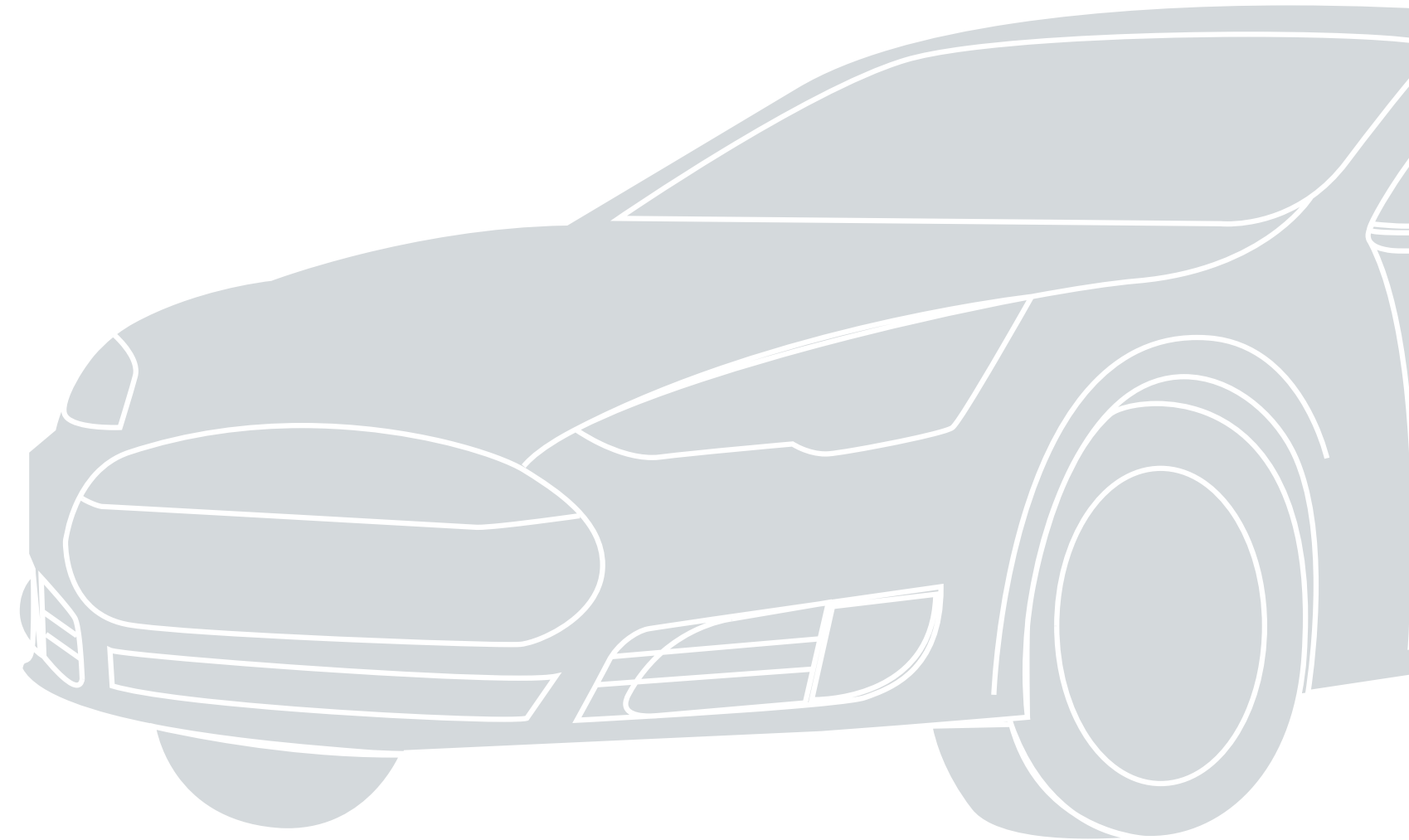
- The three primary sources of modern consumer insights
- How Artificial Intelligence and machine learning power modern consumer insights
- Five ways global brands employ modern consumer insights

General Motors: consumer insights pioneer

Way back in 1933, General Motors established the first full-time consumer research department in the auto industry. It was a leader in market-based decision making — sending out three million mailings a year to customers and potential customers.

Led by market research pioneer Henry "Buck" Weaver, the new department asked this group for their opinions on just about everything, from design and upholstery to technology and options. GM analyzed and incorporated the feedback into its cars, adding longer bumpers, rubber-padded pedals, air conditioning and other often requested features.

GM was among the earliest major companies to place such an emphasis on — and invest so heavily in — consumer insights. But it was far from the last. In the past 85 years, consumer research has become integral to most global brands, helping them improve products, more accurately target marketing, and better understand brand perception.

The dawning of a consumer insights golden age

For GM, sending out millions of questionnaires annually was expensive and time consuming, but it worked. And there were few alternatives. Focus groups emerged as a popular alternative shortly after, but their small sample size and high cost limited their adoption and effectiveness. Despite their flaws, surveys and focus groups formed the backbone of most consumer research initiatives in and through the 20th century.

But that changed with the advent and popularization of the internet in the late 1990s. Almost overnight, consumers had new outlets for their opinions. They didn't need to wait for a company to ask them what they liked or disliked. And they didn't. They posted their opinions on blogs and review sites, which were the forerunners of the modern digital forum. Peter Merholz coined the term "blog", short for web log, in 1999. As of 2017, Stastista.com estimated there were around 350 million blogs from Tumblr alone. That's a lot of opinion!

Not long after, social networks emerged as an even more powerful and popular venue for unsolicited consumer opinions. Mark Zuckerberg's Harvard dorm room project became Facebook.com in 2005. Twitter launched in 2006. And Instagram in 2010. It didn't take long before hundreds of millions of consumers took to social media, sharing their opinions with a vengeance.

Meanwhile, enterprises started to collect their consumer data in the form of call transcripts, support tickets and CRM data. This information, often siloed in different departments, became an essential source of customer insights and preferences.

By combining all of these sources of consumer data, brands could suddenly get a full picture of the modern consumer. These three sources — public online data, social media conversations and enterprise-held data — blended to the three legs of the modern consumer insights stool.

How do they work together to provide brands with a 360 degree view of consumer opinions and behaviors?

The 3 sources of modern consumer insights

As soon as brands woke up to the value of so many unsolicited consumer conversations, insight analytics was born. All of the sudden, brands could answer almost any question they had about consumer preferences and opinions. But when they realized they could tap into consumer opinion in real time, at massive scale, with the added context of petabytes of public online data and their own privately held customer information, consumer insight analytics was born. And the answer to almost any question was in reach.

Modern data sources — social media, public online and enterprise-held — offer different but equally valuable views of the consumer. Think of it as a contemporary version of the timeless tale of the blind men and the elephant.

This ancient parable describes a group of blind men who learn what an elephant is like by touching it. Each man feels a different part, so his impression of what an elephant actually is is limited to just the part he touched.

Likewise, with consumer data, each data source gives only an incomplete picture. And the data within each category vary in terms of what they bring to the analytic table. A more accurate understanding of your consumer is achieved by having a more complete view.

In this section, we'll look at the 3 sources of modern consumer insights and why each is essential for getting a full picture of your customers:

- Social media conversations
- Public online data
- Enterprise-held data

Social media data

Sources: Twitter, Facebook, Instagram, Tumblr, Reddit posts, etc.

GOOD FOR:

- Analyzing real-time consumer conversations about almost any topic
- Collecting unsolicited campaign and product reactions
- Identifying emerging consumer trends and preferences

Social media delivers huge volumes of unvarnished, unsolicited consumer opinions about any topic. It has a very broad user base, which is one of its analytic strengths. But without other data sources, that breadth could lead brand managers astray. Consumers use social media to discuss brands and products they use -- but also ones they don't. So, there is a risk of conflating aggregate social media opinion with the opinion of your consumer base. Put another way, overall sentiment about a topic on social media may contradict the sentiment among your customers, which is why social media data is extremely valuable as one — of many — sources of consumer insights.

Public online data

Sources: Reviews, news, blogs, forums, annual reports, and financials, etc.

GOOD FOR:

- Tapping into reviews and forums for targeted insights
- Understanding the news coverage around your brand and product
- Providing demographic insights on an industry level

Public online data reveals detailed insights about products, campaigns and industry trends, and gathers the opinions and knowledge of thought leaders and subject matter experts. Consumer conversations on social comprise only a small fraction of total online conversations. For example, **forums account for nearly *two-thirds* of the overall online conversation about credit cards**. If you were a financial services company making strategic decisions based on just the social conversation about credit cards, you could easily reach the wrong conclusions based on incomplete data.

Enterprise data

Sources: Call transcripts, support tickets, CRM data, voice of the customer, etc.

- Uncovering trends and patterns within customer communications
- Combining voice of the customer sources for unified analysis
- Connecting POS data to other sources of consumer conversations

Enterprise data connects the dots between what customers think and how they behave. It offers another source of insight from which to make better decisions, evaluate risk, and find ways to engage and keep customers. For example, insurance companies use libraries of photographs from car accidents combined with claims information to predict claims payouts. Some companies have also been able to monetize their data assets. A case in point, Equifax aggregates payment records and sells credit history information to institutions looking to support financial decisions.

Used together, the power of this data to generate consumer insights far exceeds what any source can do on its own. Very definitely a case where the whole is greater than the sum of its parts.

Making sense of the data

When combined, these three sources of consumer data are the perfect way for brands to get a 360-degree view of their customers. Social media conversations provide huge volumes of unsolicited opinions about any topic; public online data provides more focused consumer insights about products, campaigns and industry-specific trends; and enterprise data ties these insights to brand-specific information about customer complaints, product issues, support tickets and more.

But with so much newly available consumer data, you may be wondering: how can I make sense of all this information and use it to make better business decisions? Luckily, the explosion of consumer data has been mirrored by a rapid improvement to the technological tools, like AI, needed to analyze it.

Consumer Insights

Social media data

• Twitter
• Facebook
• Instagram
• Reddit
• Tumblr

Public online data

• Reviews
• News
• Blogs
• Forums
• Annual reports
• Financials

Enterprise data

• Call transcripts
• Support tickets
• CRM data
• Voice of the customer

AI and the tech behind modern consumer insights

Drowning in data

In the last section, we talked about the new sources of data that brands can tap into to better understand consumer opinions and preferences. But there's a catch — this data set is *huge*. And *messy*. And *visual*. And *constantly evolving*. Trillions of documents, containing slang, conversational language, and images. How can any brand hope to make sense of this huge and varied trove of consumer information?

The short answer is Artificial Intelligence. AI, which has improved significantly in the last few years, can help brands sort through trillions of consumer conversations and analyze, en masse, the sentiment, audience, topics and much more contained therein.

AI provides solutions to each of the problems with analyzing these new data sources for consumer insights:

- **Natural Language Processing**
  — *Solves for*: Uncovering insights from messy and unstructured text data
- **Machine learning**
  — *Solves for*: Scaling human interpretation to analyze a massive data set
- **Image Analytics**
  — *Solves for*: Analyzing the content and elements contained within images
- **Real-Time Alerts**
  — *Solves for*: Letting you know right away when something meaningful happens

AI-Powered Consumer Insights

When people talk about AI, they're not actually talking about a single technology — they're referring to a collection of overlapping technologies that work together to make software "intelligent".

To put a finer point on it, AI is not an end in and of itself. It is valuable only in as far as it helps you get the results you want — more quickly, more accurately, more easily, or all of the above. The proof that AI is working is, as they say, in the pudding.

With that in mind, it's helpful to understand exactly how AI can help global brands uncover consumer insights from social media data, public online consumer conversations, and their internal customer data. So let's take a look at the four core technological components of AI-Powered Consumer Insights that help brands make sense of the vast amount of data at their fingertips.

First up: natural language processing.

Text analytics and Natural Language Processing

Online data is messy. There's no way around it.

When consumers post online, spelling, syntax and official terminology are not priorities for them. Instead, they post in slang, using acronyms, write incomplete sentences, and all sorts of other colloquialisms and abbreviations that aren't easy categorize. This makes online data especially difficult to use. How can a piece of software effectively analyze and group millions of documents when those documents don't follow any internal logic or linguistic rules?

The answer is text analytics and natural language processing.

Text analytics and natural language processing (NLP) enable machines to understand the nuances of messy human communication. Sometimes this means correctly bucketing various spelling of the same word, sometimes it means removing false positives, and sometimes it means identifying sarcasm and context.

HEY!

:)

Social listening tools that use NLP can also distinguish between words or phrases that have different meanings based on context. Let's take the phrase, "Dunkin' Donuts cold brew is wicked." While the word "wicked" might normally trigger a categorization of negative sentiment, in this context "wicked" is being used to say the coffee is good. Advanced NLP with machine learning technology knows this and would be able to categorize the the post as positive.

What exactly do we mean when we refer to training data? Well, that leads to the second way that AI can help brands surface the consumer insights that matter.

Machine learning

The amount of data available to brands is seemingly infinite yet still manages to increase exponentially with each passing day.

While it's great to have access to all of that data, you can't do much with it if it isn't categorized properly. That need for accurate categorization creates problems. The only way to gain insights from so much data is to categorize it accurately and efficiently. No fully automated analysis will be able to properly categorize the data based on the nuances of human communication. But attempting to have humans sift through the conversations manually isn't scalable when you're looking at trillions of documents.

The solution is machine learning.

So how can you apply machine learning to a specific business question? Imagine trying to do an analysis of Tide detergent. Using a keyword-based search for "tide" would also return results for people talking about the ocean tide levels or the Alabama Crimson Tide football team. Machine learning enables you to pinpoint the brand Tide by training the algorithm with examples to identify posts about Tide laundry detergent even if the post only contains the word "tide."

The goal of machine learning (ML) is pretty simple — humans can teach computer systems to perform a task. The system learns by observing patterns from examples rather than being programmed with explicit instructions or rules.

Machine learning is math, and a lot of what gets the credit for the performance of ML are its algorithms. But a machine learning model is only as good as the data used to train it. Adding more training data is almost always better than tweaking the algorithms. This is where ML takes the issue of too much data and uses it to better categorize that data for you.

As we noted in the section on NLP, machine learning enables NLP to accurately classify attributes such as emotion, sentiment, and topic at scale. It can make sense of data that is "noisy," when random deviations hide patterns. Combined, NLP and machine learning can help a consumer insights platform correctly classify text-based posts, regardless of how incorrect or ambiguous the content is. But what if the post doesn't contain any text at all?

As online conversations become increasingly visual, consumer insights platforms must use another piece of technology to help them uncover the most powerful consumer insights.

Over 2 million people a week post on social media about this coffee company's products. How do you find out what they're saying?

1 The Crimson Hexagon user is presented with all of the posts about a product.

2 The user creates categories and assigns 10-20 posts from the unsorted data into their relevant categories.

Flavor
Packaging
Advertising

3 The user runs the BrightView algorithm...

4 ...which then categorizes the remaining 2m posts into the correct categories.
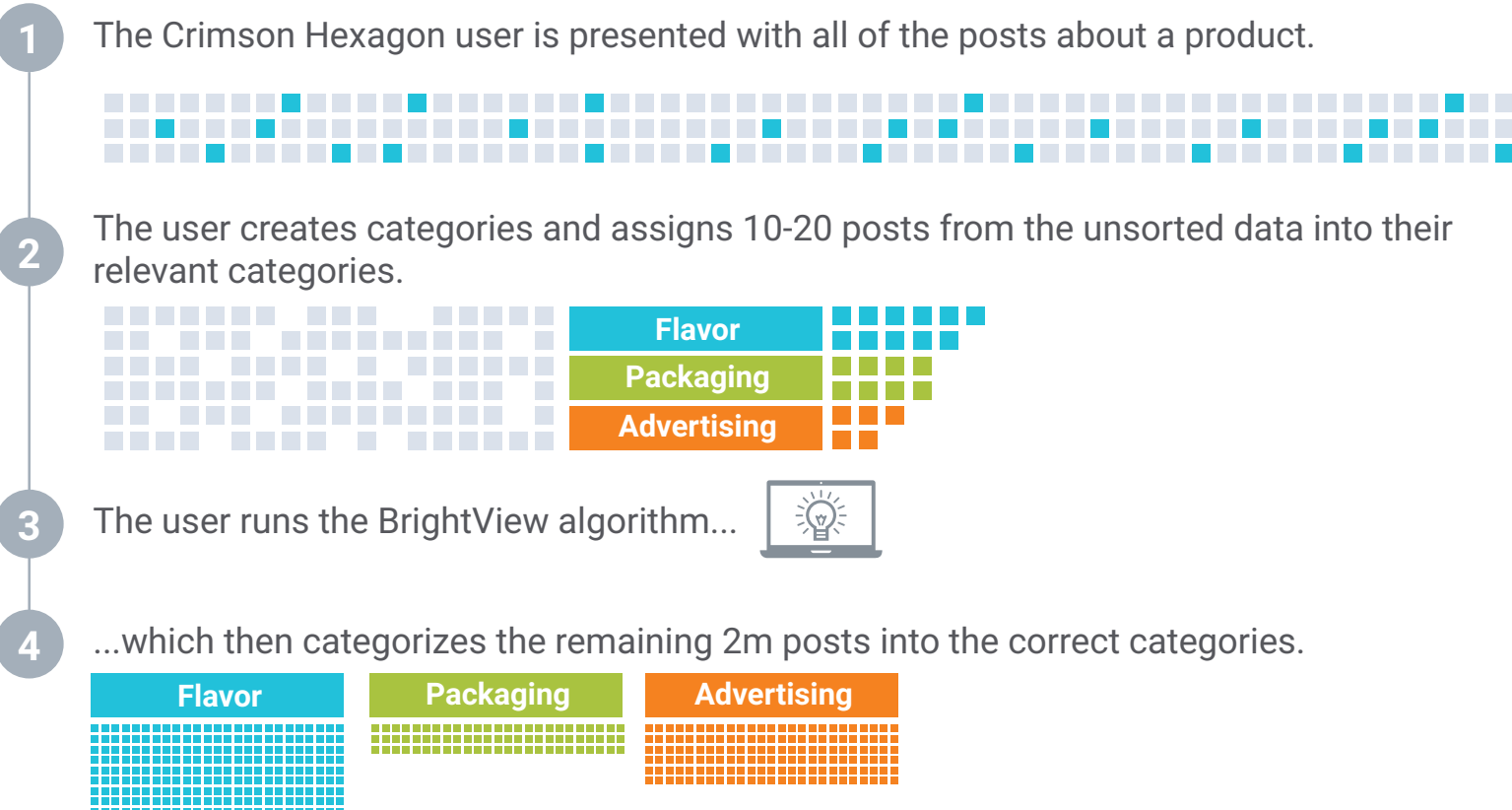
Flavor Packaging Advertising

Image analytics

Well over three billion photos are shared daily on social media. Many of them contain brands and products, but *85 percent* don't include any text reference to either. That means without image analytics, marketers miss a large part of the "conversation" about their brands.

And this trend toward more visual communication on social media and online isn't going anywhere.

> *We do expect multimedia posts to become the predominant type of post on social media. Even the text that accompanies those posts is getting shorter and shorter...It becomes increasingly important for companies to be able to understand what's going on in those images.*
>
> -Jenny Sussin, VP of Research at Gartner

Image analysis technology allows marketers to analyze the images in social media conversation the same way they would analyze text. Initially image analytics just meant identifying brand logos, but now it can identify and categorize the logos, objects, scenes, faces, and actions within the billions of images that consumers post to social media every day.

By analyzing text and images together, you can understand the full picture of consumer conversations to measure campaigns, identify influencers, and track ROI.

There are some big advantages to looking at both text and images when analyzing data:
- Images don't require translation making image analysis extremely useful in a global strategy.
- Looking at a more complete data set enables businesses to more effectively incorporate social insights into decision-making.
- Images can reveal a different audience than looking at text for the same conversation.

For example, tracking the Grey Goose conversation on Twitter using only text mentions, we found that the audience was significantly male (73%) and tended to be over 35 years old. When we used image analysis to find posts containing images that included the Grey Goose logo, we found the audience tended to include more females (+22%) and fell into a younger age category.

While text analysis provided the data on age and gender, using images as a filter revealed a hidden audience and showed a shift in the topics of conversation.

Analyzing at the images containing Gray Goose revealed a hidden audience the brand wouldn't have otherwise known about with traditional text analysis.

You may not immediately associate image analysis with AI and machine, but the two are inextricably linked. In fact, without machine learning, image analysis wouldn't exist. Deep learning is an extension of machine learning and is used to teach image analysis technology to to properly categorize the logos, scenes, actions, and objects in image-based content based on examples.
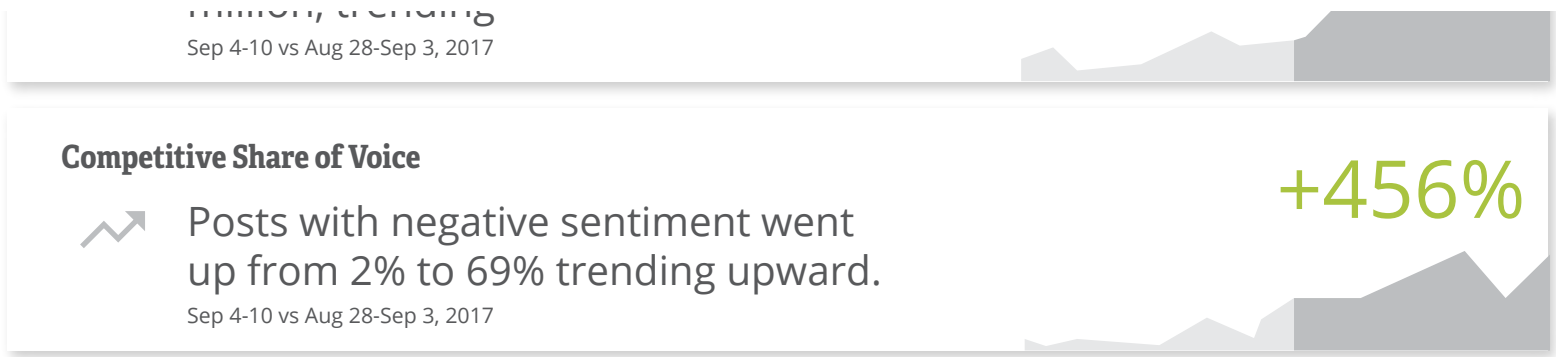
Real-time alerts

NLP, machine learning and image analysis can all help brands analyze consumer conversations to uncover actionable insights — but how can you sift through the insights to determine what's meaningful? How can you keep up with the insights that really matter without constantly checking through different analyses?

AI can also help brands *identify* relevant conversations, not just analyze them.

Using statistical inference, AI can notify you the moment something interesting happens. Whether it's about your brand, a specific product, your audience or your competitors, AI can send you an alert when there's a volume spike on a relevant topic, a shift in sentiment, a trending hashtag and more. Instead of having to manually check in to see what's happening today, you get alerted instantly to make sure you don't miss out on something important.

This helps to combat "analysis paralysis" by providing a short list of insights that are both meaningful and relevant to you and your brand. If your brand is tracking 50 different conversations across a variety of channels, it can be a challenge to constantly check in on every dashboard to look for insights. Anomalies in the data that may seem small, like a jump in conversation volume from Reddit about your one of your products, or an increase in images containing your competitor's logo, could be major insights. Instead of having constantly check in on every possible metric in every conversation you are monitoring, AI will alert you when something out of the ordinary happens.

million, trending
Sep 4-10 vs Aug 28-Sep 3, 2017

Competitive Share of Voice

Posts with negative sentiment went up from 2% to 69% trending upward.
Sep 4-10 vs Aug 28-Sep 3, 2017

+456%

AI turns data into insights

In the last section, we talked about the new sources of data that brands can tap into to better understand consumer opinions and preferences. But there's a catch — this data set is huge. And messy. And visual. And constantly evolving. Trillions of documents, containing slang, conversational language, and images. How can any brand hope to make sense of this huge and varied trove of consumer information?

AI makes it possible for brands to make sense of the trillions of ever-changing consumer conversations filled with messy text and images. Without AI, there isn't much you can do with the massive set of data.

So what can you do when you apply AI to this data set? With AI, the data from social media, public online, and enterprise data and becomes a treasure trove of consumer insights on everything from your audience to industry trends. In the next section, we'll walk through six examples of how brands can make the most of AI-Powered Consumer Insights.

Using Consumer Insights to Improve Your Business

6 ways to leverage consumer insights

So, we have the data and the technologies to analyze it. Let's put them to work.

You can use AI-Powered consumer insights to analyze:

- Audience composition and preferences
- Brand perception
- Campaign performance
- Competitive landscape
- Emerging industry trends
- Customer care
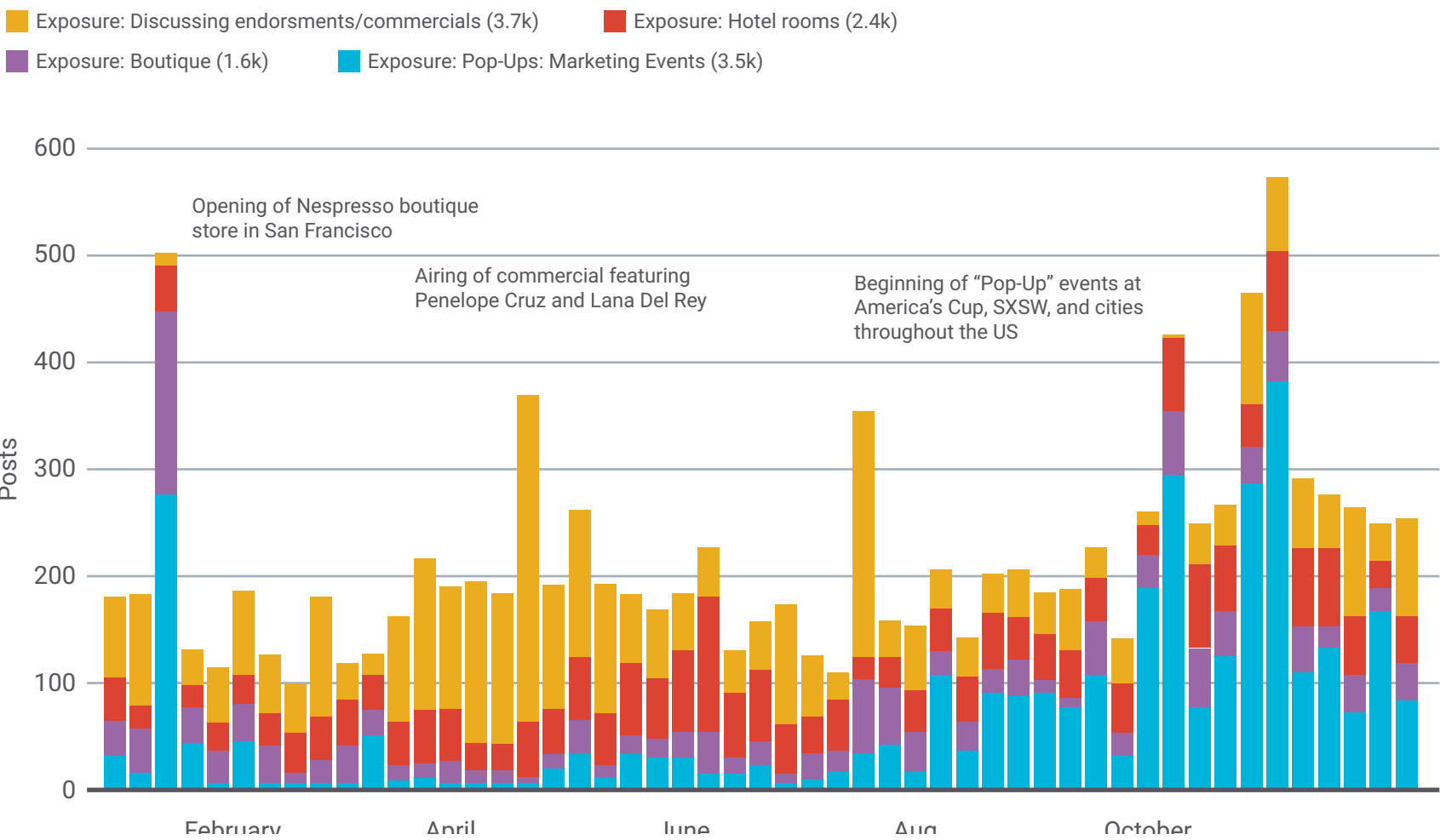
How do consumers feel about my brand?

How do consumers view your brand? What do they like — or not? What factors influence brand perception, and which topics drive the online conversation about your company?

By tracking large-scale consumer conversations, you have a data-driven way to measure and influence brand health by:

- Uncovering the primary drivers of conversation and topics that influence brand perception
- Monitoring fluctuations in brand health and identifying potential crises
- Pinpointing what's working (and not) in messaging and campaigns

It's not easy to build and sustain a strong brand. How can brands use consumer insights to rise above their competition and the noise of a crowded marketplace?

MY BRAND

Coffee Co.

Measuring Consumer Exposure to the Brand

■ Exposure: Discussing endorsments/commercials (3.7k)   ■ Exposure: Hotel rooms (2.4k)

■ Exposure: Boutique (1.6k)   ■ Exposure: Pop-Ups: Marketing Events (3.5k)

Opening of Nespresso boutique store in San Francisco

Airing of commercial featuring Penelope Cruz and Lana Del Rey

Beginning of "Pop-Up" events at America's Cup, SXSW, and cities throughout the US

Posts

600
500
400
300
200
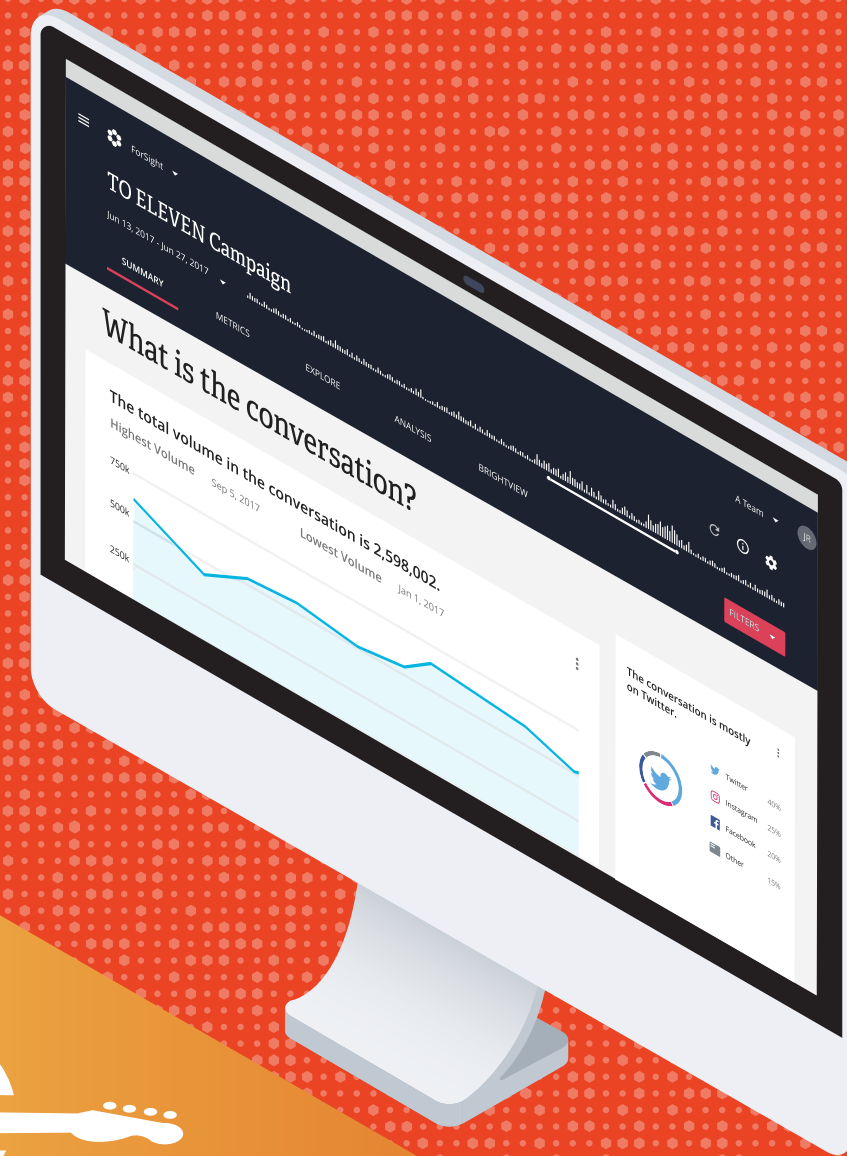100
0

February   April   June   Aug   October

Coffee, Anyone?

How consumers are encountering the Nespresso brand

Consumers face a lot of choices when they're shopping for products. And brands help consumers navigate that labyrinth of choice. But, to do it effectively, brands must understand how consumers view their brand. How do they feel about the brand? What are they saying about the brand? Where are they encountering the brand?

For example, a brand like Nespresso could use AI-Powered Consumer Insights to measure the sources of consumer exposure to the brand via social media conversation. Using machine learning, they could create custom categories like commercials, pop-up events, hotel rooms featuring the product, in-store experience, etc, to measure where consumers are interacting with the brand. In this example, our analysis showed that the majority of consumers were encountering the Nespresso brand via commercials and pop-up events.

Campaign performance
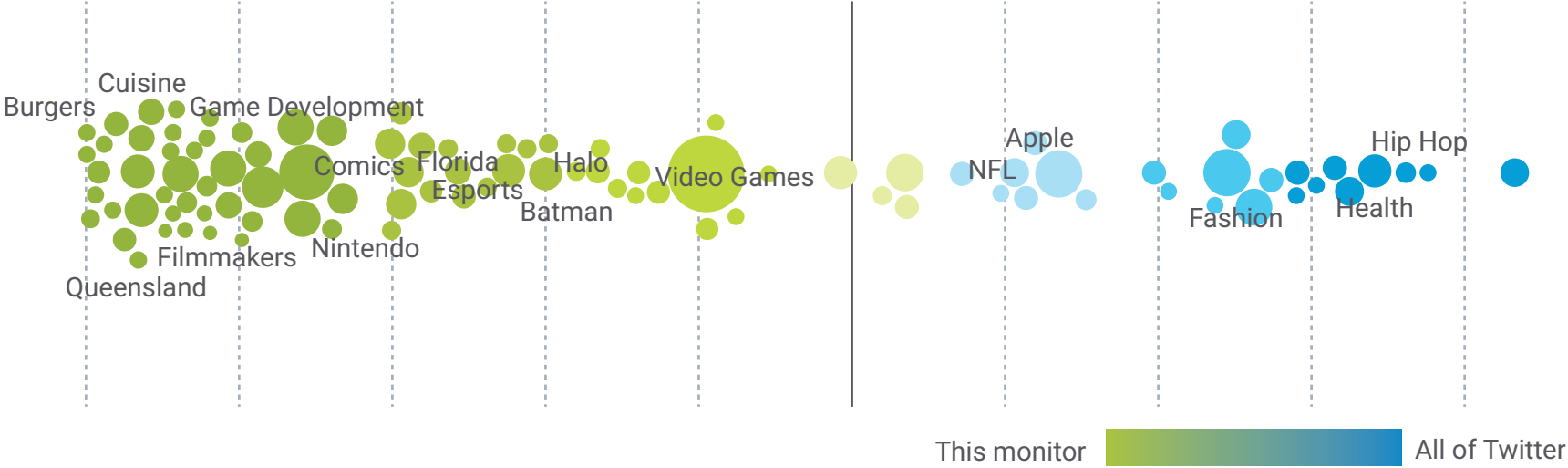
How successful are my campaigns?

Marketers confront several obstacles when they run campaigns, but one of the most widespread is measuring campaign performance. Are campaigns resonating with their target audience? Are they worth the investment?

Online conversations taking place on social media channels and in blogs and forums can help campaign managers:

- Measure the success of a campaign to improve ROI
- Track campaign conversation and engagement for incremental opportunities
- Monitor for flashpoints or potential crises with the campaign

Moreover, consumer insight analytics are not only valuable when a campaign is over but while it's running and there's a chance to adjust tactics on the fly. Or, capitalize on opportunities that appear as the campaign progresses.

Machinima Audience Interests

Burgers · Cuisine · Game Development · Comics · Florida · Esports · Halo · Batman · Video Games · Nintendo · Filmmakers · Queensland · Apple · NFL · Fashion · Health · Hip Hop

This monitor ▮▮▮▮ All of Twitter

Game campaign

How Machinima optimized campaign performance

Machinima creates video game entertainment content for a community passionate about gaming, animation, and pop culture.

By analyzing conversations among video game fans and identifying key perceptions and preferences, Machinima was able to better define audience segments with a high degree of accuracy. This audience data allowed Machinima to help their advertising partners that reach over 144M viewers each month deliver highly targeted campaigns.

For example, Machinima ran ads targeting men 18-34 for a strategic campaign for Nestle Hot Pockets, and achieved higher engagement by using data derived from AI-Powered Consumer Insights to determine the best audience segment to advertise to.

Industry & trend analysis
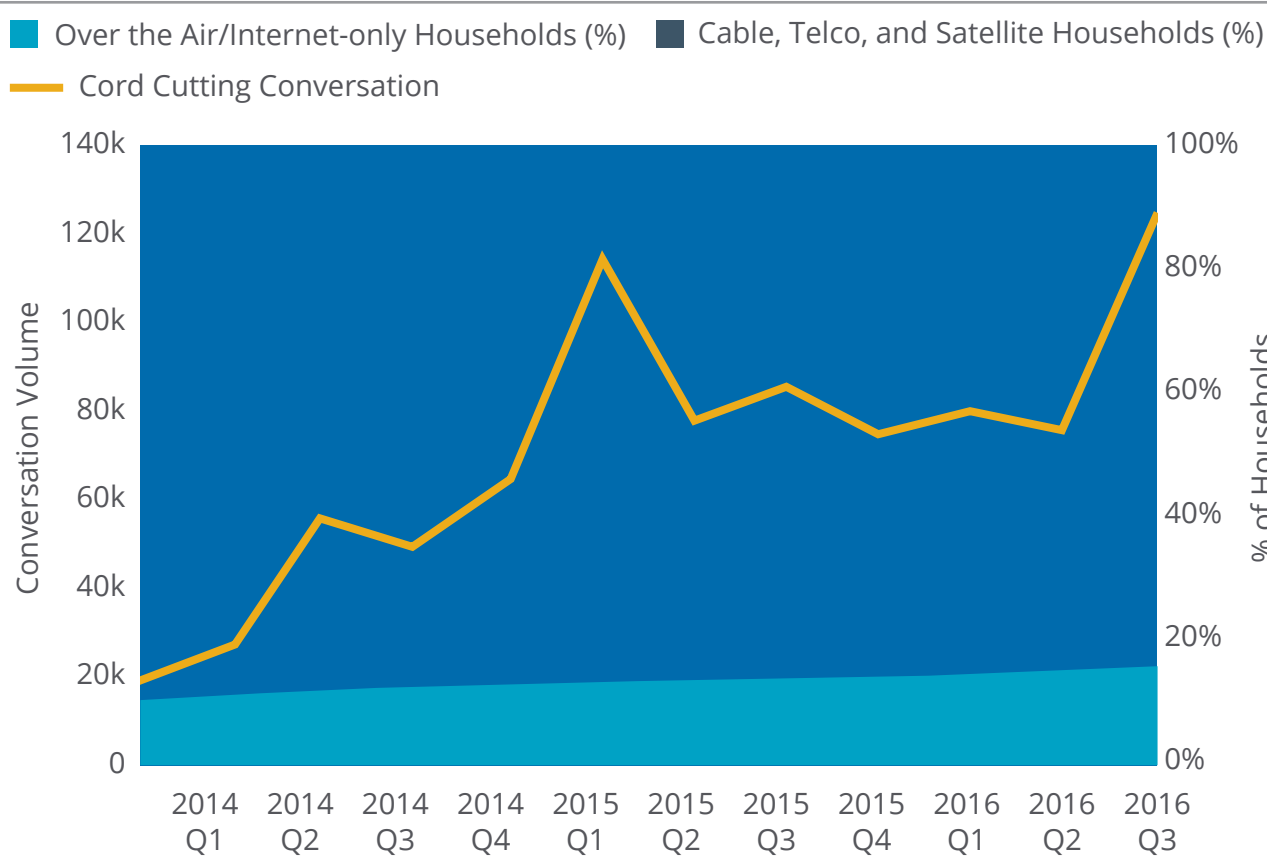
What new trends are my audience interested in?

It's valuable to know what trends affect your industry and drive customer behavior. Trends can be inferred from changes in demographics, internal sales data, and customer surveys and focus groups.

But with aggregated consumer insights from social media, blogs, online communities, and other unsolicited sources, brands can develop a much clearer understanding of the larger forces that affect their business.

By analyzing large-scale consumer conversations with internal enterprise data, marketers can tap into the wisdom of the crowd, which, in turn, can help them:

- Understand key shifts within an industry over time
- Identify motivations and behaviors that influence buying behavior
- Uncover granular insight into the consumer's path to purchase

Cord-Cutting Conversation vs % of Cable and Non-Cable Households

- Over the Air/Internet-only Households (%)
- Cable, Telco, and Satellite Households (%)
- Cord Cutting Conversation

Home entertainment: cutting the cord

Using online conversations to track the rise of cord cutting

For quite a few years, cable networks steadily rose in popularity. But now two groups are deciding the future of cable: cord-cutters, who have given up on pay-tv, and cord-nevers, who never subscribed to cable. Getting inside their heads is incredibly important to CMOs at cable companies and other players in the entertainment space.

Luckily, cord-cutters and cord-nevers are a vocal bunch on social media. And, the cable companies are surely following the conversation.

Many industries experience similarly disruptive trends. The combination of social media, public online, and enterprise data can help businesses recognize and respond to the threats and opportunities that trends present.

CMOs who want to stay ahead of the curve can listen into consumer conversations to understand what key trends and preferences are affecting their target audience.
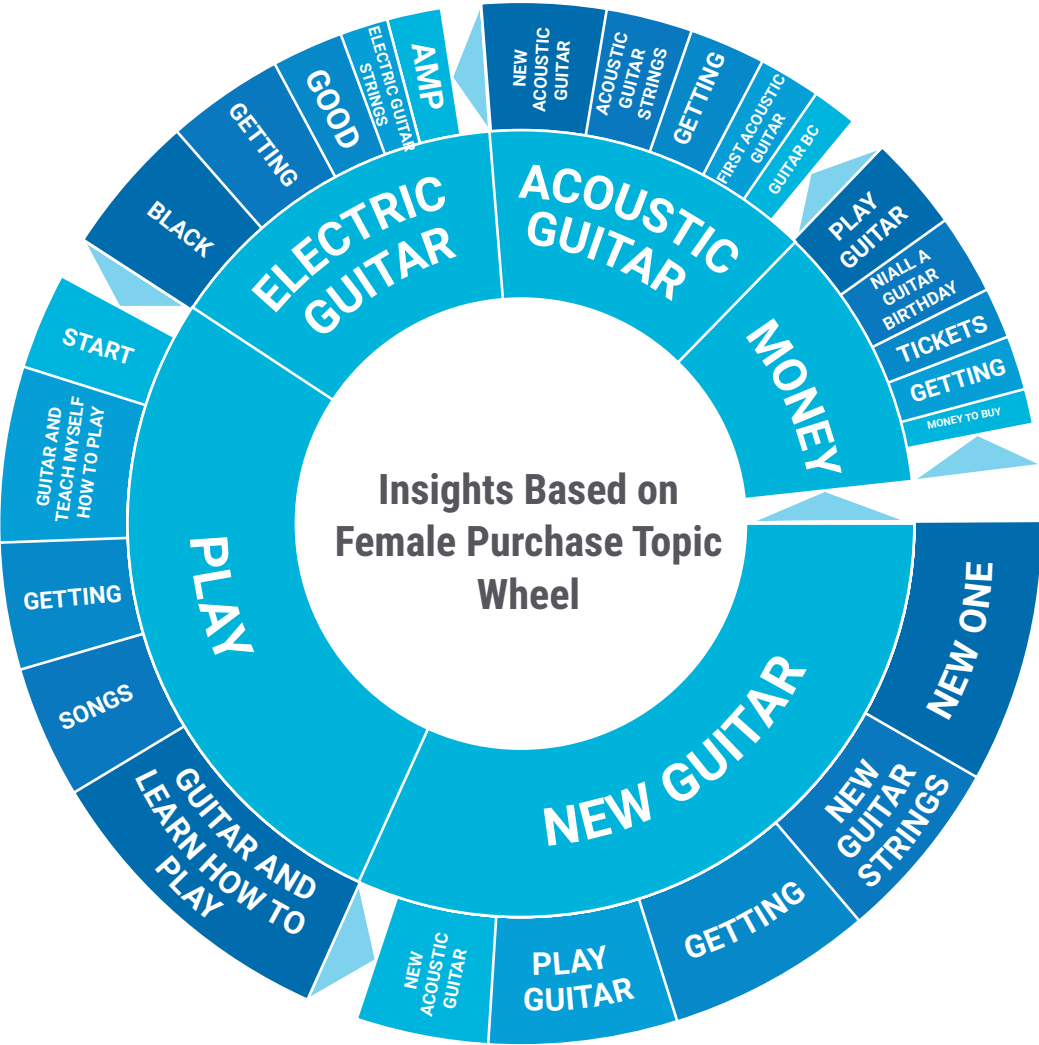
Audience composition and preferences

What does my audience look like?

Before around 2007, companies relied solely on focus groups, consumer surveys, and aggregated demographic and psychographic data to perform audience analysis. Although all these methods are still used today, the addition of online data puts modern consumer insights at the fingertips of every company — in real time.

Consumer insights based on the combination of social, online, and enterprise data helps brands better understand what consumers say about their products, ads, competitors and more. But just as important, they reveal who is saying it, which helps marketers:

- Find new audiences and markets
- Uncover granular insights and demographic profiles to improve segmentation
- Uncover emerging consumer trends and behaviors

All this translates to increased market share and greater revenue through strategic audience planning.

Insights Based on Female Purchase Topic Wheel

Wheel labels (inner to outer):
- ELECTRIC GUITAR — GOOD (GETTING), AMP (ELECTRIC GUITAR STRINGS), BLACK
- ACOUSTIC GUITAR — NEW ACOUSTIC GUITAR, ACOUSTIC GUITAR STRINGS, GETTING (FIRST ACOUSTIC GUITAR, GUITAR BC)
- MONEY — PLAY GUITAR, NIALL A GUITAR BIRTHDAY, TICKETS, GETTING (MONEY TO BUY)
- NEW GUITAR — NEW ONE, NEW GUITAR STRINGS, GETTING, PLAY GUITAR, NEW ACOUSTIC GUITAR
- PLAY — START, GUITAR AND TEACH IT MYSELF HOW TO PLAY, GETTING, SONGS, GUITAR AND LEARN HOW TO PLAY

ellen kempner
@Palehound

SMH went to music store went to buy guitar picks guy asks if I'm making a necklace I say no he asks if they're for my boyfriend I say NO

Fender bender

How Fender uncovered and engaged a new audience

Fender Musical Instruments Corporation is the world's foremost manufacturer of guitars, basses, amplifiers and related equipment. A couple years ago, the company turned to social media analysis to uncover consumer insights about its audience, potential new markets, brand health, and product launch strategy.

The company learned that a big part of the social media conversation among female guitar players was about electric guitars — not acoustic as it had assumed.

To capitalize on this insight, Fender put some paid promotion behind a video of talented female bassist and vocalist Nik West playing a Fender bass, which delivered a 128-percent growth in female buyers.
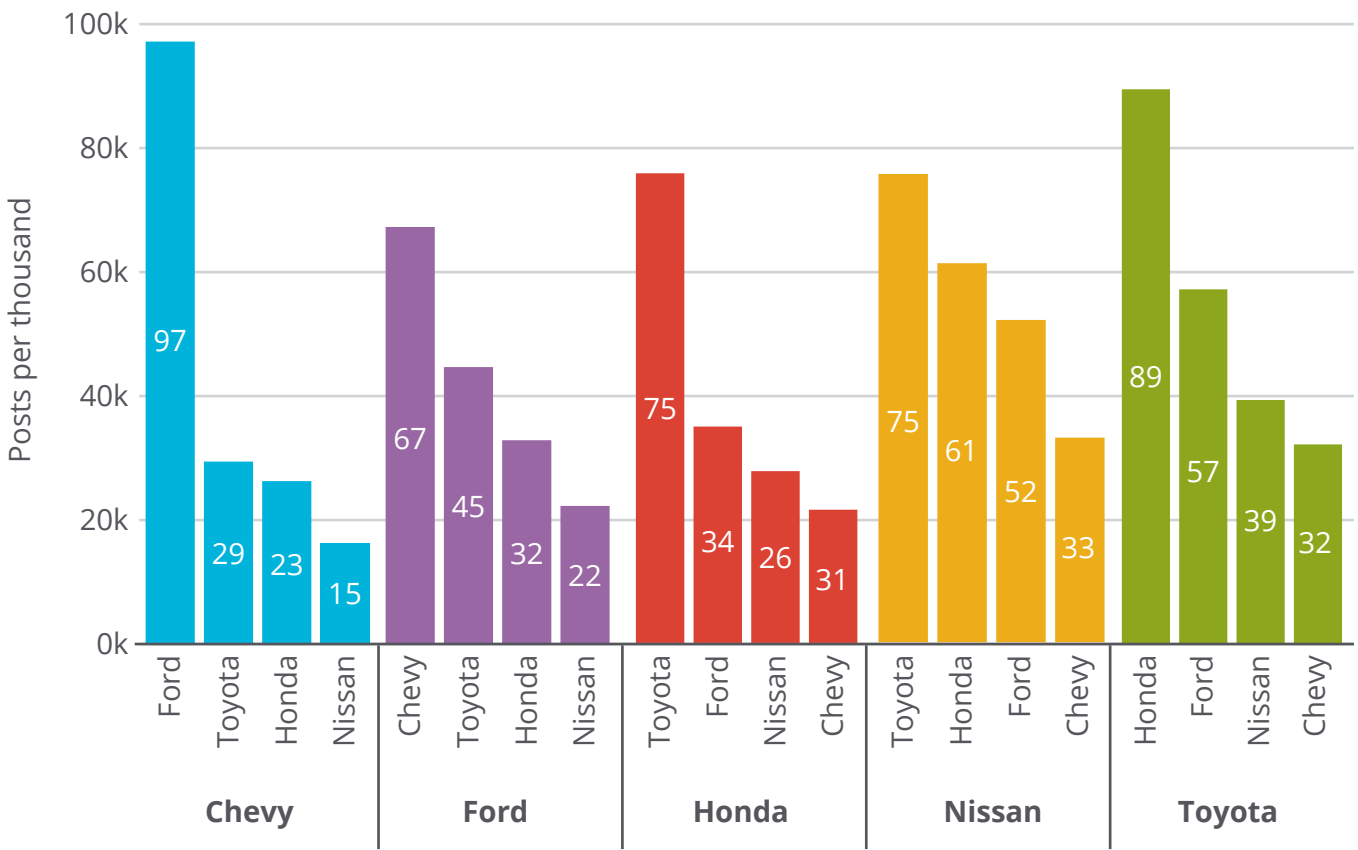
How does my brand compare to the competitors in the eyes of consumers?

As the old saying goes, "No man is an island." That goes for brands as well. Brands must recognize their strengths and weaknesses in relation to the competition and the industry in which they operate.

The voice of the consumer via social media offers an endless stream of details about how consumers feel — about your competition's branding, products, campaigns, and your own. With aggregated consumer insights from social listening, brands can:

- Identify consumer opinions about strengths and weaknesses of competitive offerings
- Understand share of voice across different audiences and compared to competitors
- Monitor new entrants into the marketplace

Competitive landscape

US Auto Brand Competitor Discussion Volume

Posts per thousand

Chevy	Ford	Honda	Nissan	Toyota

Chevy: Ford 97, Toyota 29, Honda 23, Nissan 15
Ford: Chevy 67, Toyota 45, Honda 32, Nissan 22
Honda: Toyota 75, Ford 34, Nissan 26, Chevy 31
Nissan: Toyota 75, Honda 61, Ford 52, Chevy 33
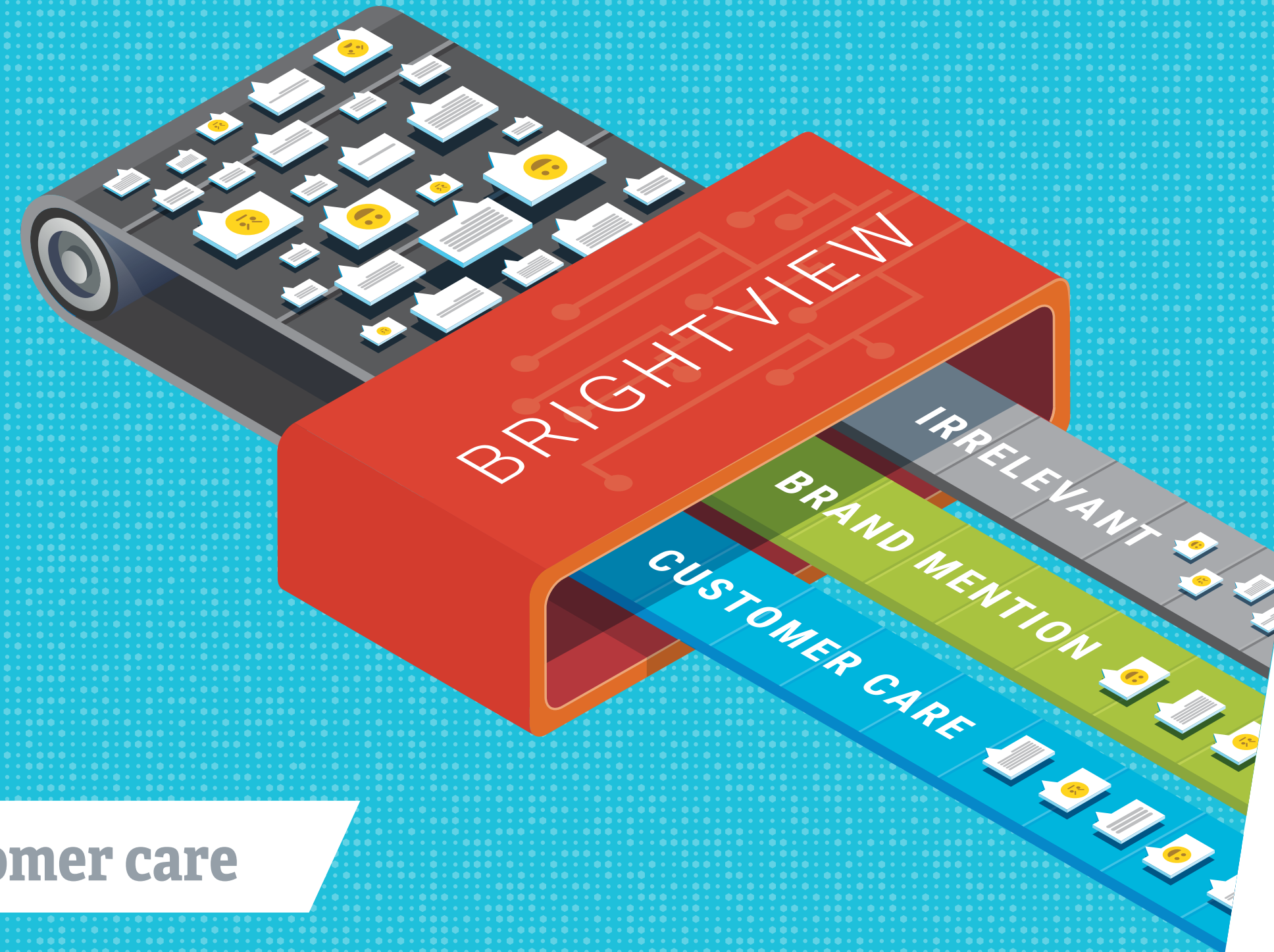Toyota: Honda 89, Ford 57, Nissan 39, Chevy 32

Transforming transportation

Comparing top car brands based on consumer conversation

Despite the rise of Uber, Lyft, ridesharing and carsharing, a lot of people still buy cars — and have very strong feelings about them, which they don't hesitate to share on social media.

In the U.S., the five top-selling car brands are Chevy, Ford, Honda, Nissan, and Toyota. These brands are often talked about together via social channels.

Unsolicited, online conversations are incredibly valuable for car manufacturers and the rest of the industry. Grasping the relative importance of reliability, performance, eco-friendliness, styling, resale value, etc. gives competing brands opportunities to acquire new customers, strengthen existing relationships, and allocate resources to address product weaknesses.

BRIGHTVIEW

IRRELEVANT

BRAND MENTION

CUSTOMER CARE

Customer care

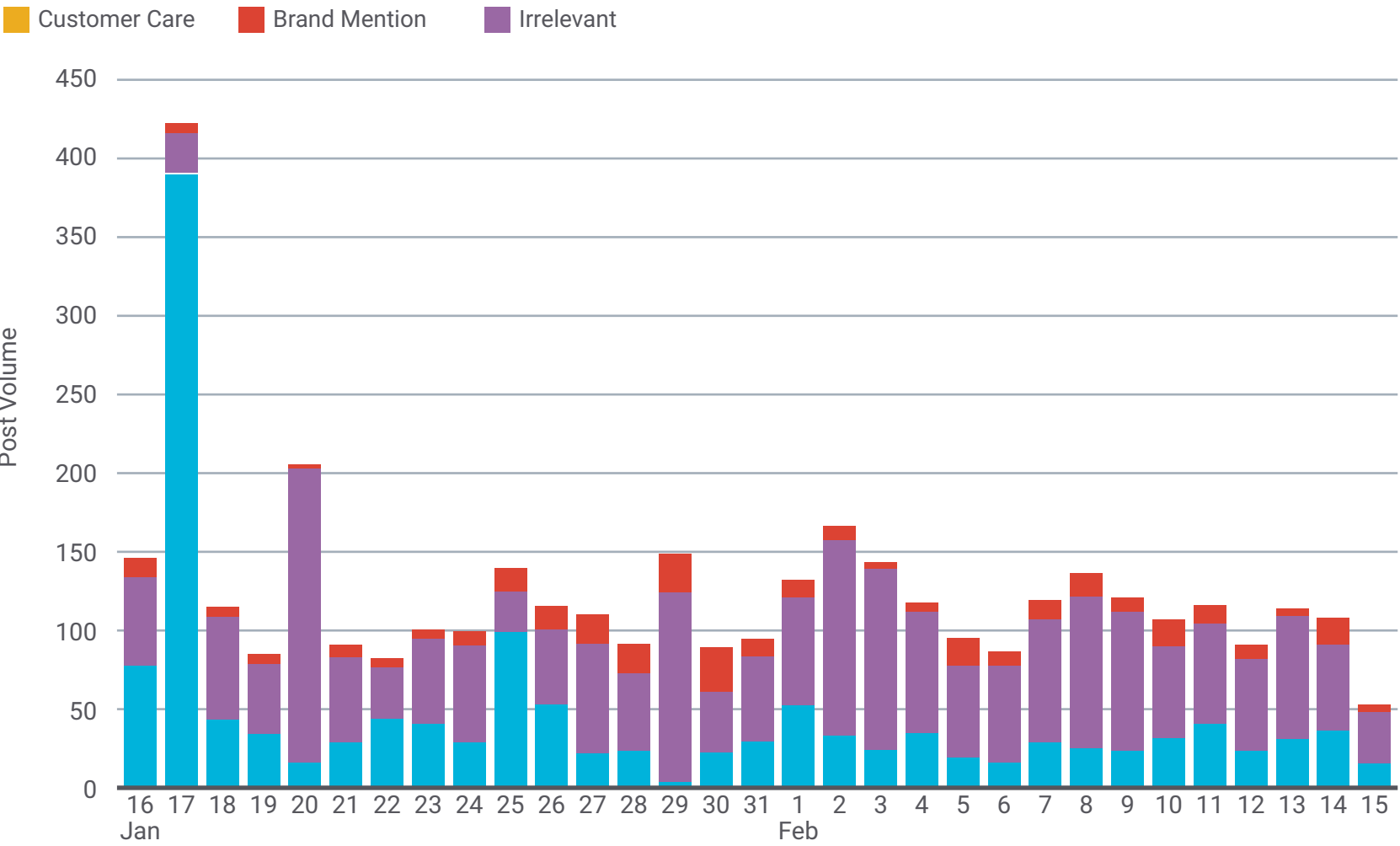## How can I identify and understand customer care issues?

When consumers need assistance from your customer care team, they increasingly turn to social media and other online sources to make their requests. But for large bands, it's especially difficult to separate a legitimate customer care request from noise containing your brand or product name.

That's where AI can help. Using machine learning, brands can train the algorithm with real posts from customers so it can surface posts the require an response from the care team.

With AI-Powered Consumer Insights, customer care teams can:

- Identify posts that need a response more quickly
- Understand and categorize the most common customer care issues
- Aggregate analysis of customer care interactions from social, phone, chat and more

Filtering for Customer Care Posts

■ Customer Care   ■ Brand Mention   ■ Irrelevant

Post Volume (y-axis): 0, 50, 100, 150, 200, 250, 300, 350, 400, 450

x-axis: 16 Jan, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 1 Feb, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

Can I help you?

How GM finds relevant customer care posts faster

Think about General Motors' customer care team for a second. With number of brands and car models under their umbrella, many of them could be considered a nightmare for social listening. People use the term "Cadillac" for more than the car brand name, and the Chevy model "Malibu" could reference a city or a brand of rum. This makes it a real challenge for GM's customer care team to sift through a sea of irrelevant posts to find posts from customers that actually need a response from the team. Using machine learning to train the platform on what relevant posts look like, GM's customer care team can identify customer care issues 3x faster than before allowing them to respond to customers 3x more quickly.

Data-driven decisions are better decisions

Consumer insights are part of a larger trend towards data-driven decision making. Citing information from the McKinsey Global Institute, Forbes notes that data-driven organizations are 23 times more likely to acquire customers, six times as likely to retain those customers, and 19 times as likely to be profitable as a result.

We've come a long way from the days of GM sending out millions of paper surveys to understand what consumers want. Now brands can analyze seemingly infinite amounts of consumer conversations from social media, public online, and enterprise data to understand what consumers want in real-time. And that's just a small part of it.

Brands can use AI-Powered Consumer Insights to:

- Analyze and finely tune audience segmentation and messaging
- Understand and enhance brand perception
- Measure and boost campaign performance
- Evaluate and adjust to the competitive landscape
- Detect and capitalize on industry trends
- Identify and respond to customer care issues more quickly

Every consumer brand should be tapping into consumer insights through modern data sources and the power of AI to make better, data-driven business decisions about everything from advertising to product design. All without the need for millions of envelopes and paper surveys.

How can modern consumer insights help your brand? Schedule a demo today to find out.

REQUEST A DEMO