



TRACKING CUSTOMER SENTIMENT ON SOCIAL MEDIA

Wipro helped a Media industry leader to reduce issue resolution response time by 65% by tracking customer experience proactively through Social media analytics.



INDUSTRY LANDSCAPE

The digital disruption is impacting the media industry significantly. Access to and consumption of content is continually being reshaped by constant technological advances. The ability to download easily and watch, play or listen to the content is both helping the industry giants to cater to the ever growing needs of the audience quickly as well as creating more demand. As companies put in efforts in social media engagement and content for their brands, the next step is to optimize investment, understand social reach and issues and track analytics to evaluate performance. Social Media Analytics is emerging as a key tool in understanding customer sentiment.

CLIENT BACKGROUND

The company is one of the forerunners in products and services for the Entertainment and Media Industry. The company provides paid applications that help stream millions of movies and songs on different device platforms like mobile phones, tablets, laptops, TVs, gaming consoles, media players, projectors etc.

THE OPPORTUNITY

The client had launched their applications services recently and needed a way to understand customers' perception, issues, demands and their overall experience with this new launch based on real customer feedback. They lacked a method to improve promotional activities and constructively engage with customers. Also, they were facing a long response time for customer issue resolution. In an industry that must generate profits to invest in new content experiences, it is very important to take cognizance of customer feedback in order to stay relevant. Social media analytics, in the form of Sentiment Analysis, could provide these key insights to the client's strategic marketing and customer relationship management team. It promised the power to improve promotional activities and constructively engage with customers to constantly improve services.

THE SOLUTION

Wipro's Social Media Analytics (SMA) solution, which has been built over time through various client engagements, was used to accurately understand customers' core sentiments and translate them into key business insights. The SMA solution was run

BUSINESS IMPACT

Reduction in Response Time

The resolution time of the network issue for the newly launched game console was reduced by 65% (within two weeks of identification).



New Market Expansion

The client was able to track the popularity in various countries/ cities and is launching services in 3 new countries (in Europe).



Better Customer Segmentation

The client was able to identify the age groups that were generating maximum buzz on social media and could plan promotional activities accordingly.



on social media data collected from Twitter, Facebook, blogs, forums etc. where customers express their feelings about the products and the services. The solution, based on **Naïve Bayesian and Association Mining Technique**, is also capable of handling data that has noise. Based on the insights generated out of the SMA, recommendation reports were sent out to the client on a weekly/fortnightly basis. The frequency of reporting was determined by the business requirement of the respective client business.

HIGHLIGHTS OF THE SOLUTION

Taxonomy Generation

Wipro used a Taxonomy Generator, built in-house, for the categorization of social media data into relevant themes like functionality, issues, network, environment, competition and content.

Data Collection

Based on preset rules and configurations defined by the client, data was collected from diverse social media in real time, using a social listening tool.

Data Preparation by categorization

Data categorization was leveraged to identify critical issues, recent trending topics and the right customer sentiments about the product under analysis.

Text Analytics Engine:

The data was then fed into an in-house built Text Analytics Engine which transforms social media data into a more structured format that can be analyzed quantitatively.

Insights Generation

Finally, insights were obtained around competitor trends, geography/demography/topic based sentiment, product launches, campaigns, product/service performance to assess how sentiments were changing over time.

BUSINESS IMPACT

Wipro's Social Media Analytics solution enabled promotional activities for customers to constantly improve services by performing Buzz Analysis, Launch Analysis and Campaign Analysis. The business benefits include:

- ✔ **Better Resource Distribution:** The insights from the SMA solution through buzz analysis, launch analysis and campaign analysis helped in channelizing the resources and the marketing spends based on customers' sentiments.
- ✔ **Region-wise analytics for influencer detection:** The SMA solution also helped identify key-influencers on the social media, performing Social Node Network Analysis based on metrics like number of followers, frequency of postings, virality of the postings, engagement rate on the author's posts, etc.

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