

# Listening Solution

## Connected Marketing Solutions

The people that talk about you are not just your users, or your clients. They may not even have decided to invest in your product, yet. But, simply by virtue of having joined the conversation, they are your community.

And you are part of them, because you are all bound by a powerful common interest - your brand. The voices of your community could be invaluable to you.

### Overview

It's not just marketing and sales that need to listen to customer conversations. R&D, Innovation, Product teams, Customer Service, PR and after-sales support can all benefit enormously from user insights.

TCS' Listening Solution is designed to cater to the different listening needs of each of these groups. And since your organization is unique and dynamic, TCS Listening works closely with you to identify and continuously refine your Listening Objectives

- How effective is your advertising and marketing?
- Does it 'gel' with your customers' experiences with your product or service?
- Is your product easy-to-use?
- What are the issues that bother your users?
- What are the unmet needs of your customers? Do they have product ideas that you should consider?
- How helpful is your customer service?
- Is there misinformation about your brand?
- What are your customers trying to tell you? What are they asking you?

People are talking about you. Listen to them, and respond. Because they expect you to.

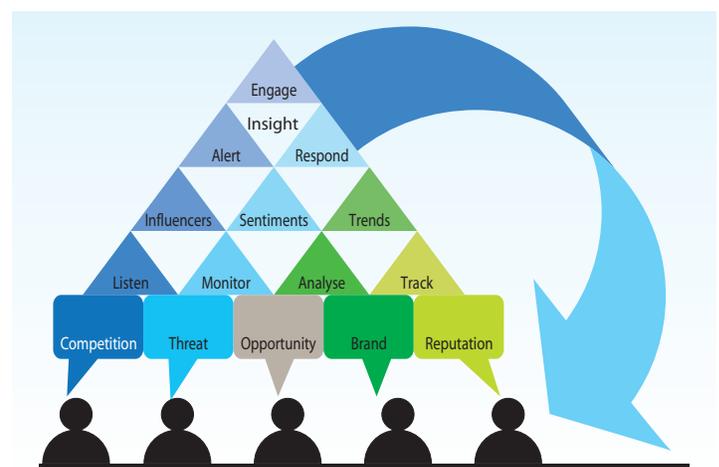
The voices of your community are voluminous, nuanced and diverse.

So, TCS' Listening platform scans conversations across millions of posts in social media looks for mentions in traditional broadcast media, incorporates comments from surveys, call center records, polls, emails, feedback forms and other in-house databases - and then picks out the

data that's relevant to you. The unique natural language processing capability of Listening Platform is provided by our text mining engine, which sorts the data, analyses it, extracts sentiments, follows trends and represents them graphically.

TCS Listening - coupled with our data warehousing and BI capabilities, along with our in-house tools for Survey Analytics, Prediction Analytics, and Enterprise Information Fusion - is a comprehensive solution that delivers insights relevant to different departments across your enterprise.

To provide an even deeper level of analysis - and actionable insights - our team of expert analysts examine the nuances of people's conversations, the sentiments and influences that drive them. Moreover, using TCS' Global Network Delivery Model - GNDM™, the insights are culturally and linguistically relevant.



**TCS' Listening Solution**

## Benefits

TCS' Listening Solution provides you the ability to:

- Respond to user comments on popular social media sites like Facebook, Twitter and Youtube
- Perform head-to-head competition analysis, in terms of conversation volume and sentiment
- Generate leads from online media and push leads to CRM for follow-up
- Push customer service issues to CRM for resolution
- Identify influencers and the popular domains where you are most discussed
- Support over 39 global languages including Arabic, Dutch, Finnish, German, Greek, Japanese, Swedish, Norwegian, Spanish, Latvian etc
- Get self-serve access to the hosted dashboarding portal
- Run ad hoc queries through an easy-to-use interface, to explore themes of discussions and to derive insights from them
- Get role-specific insights, delivered directly to the relevant roles in your organization
- Get analyst reports that cull out key findings from vast unstructured data

## The TCS Advantage

Listening is just the beginning. The next step is to put these insights to work - to create consumer experiences that are engaging, connected and provide high recall.

TCS brings you comprehensive interactive-marketing solutions that cover a gamut of touch-points to engage with your customer and promote your brand.

These connected marketing solutions offer:

- Novel ways to engage and interact with your customers
- A streamlined and more effective marketing cycle
- Analytics to measure the success of your customer interactions.

Thus, the insights gleaned from listening can be immediately – and seamlessly - channelized into exciting viral marketing and product promotion campaigns.

TCS' Listening Solution is a core component of TCS' Connected Marketing Solutions, a vital first step to unleash the synergies of social media.

## About Connected Marketing Solutions

TCS' Connected Marketing Solutions are designed to help you Connect – connect with your target customers, connect with your enterprise, connect your data, your channels and your messaging – so that you can build a Connected Brand Experience.

Our end-to-end offerings cover the gamut of marketing requirements – Digital and Social Media Strategy, Customer and Marketing Analytics, Enterprise Marketing Management, Customer Experience Design and Listening Insight across social and VoC channels. These can be combined with your existing systems to provide you with a holistic solution.

Our solutions, already domain-specific, are further tailored to meet your unique needs. What is more, we quickly adapt these solutions as your needs change, helping you stay flexible and in sync with the fast-paced changes of today's digital marketing paradigm.

## Contact

To know more about TCS' Listening Solution, contact [connectedmarketing.solutions@tcs.com](mailto:connectedmarketing.solutions@tcs.com)

## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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