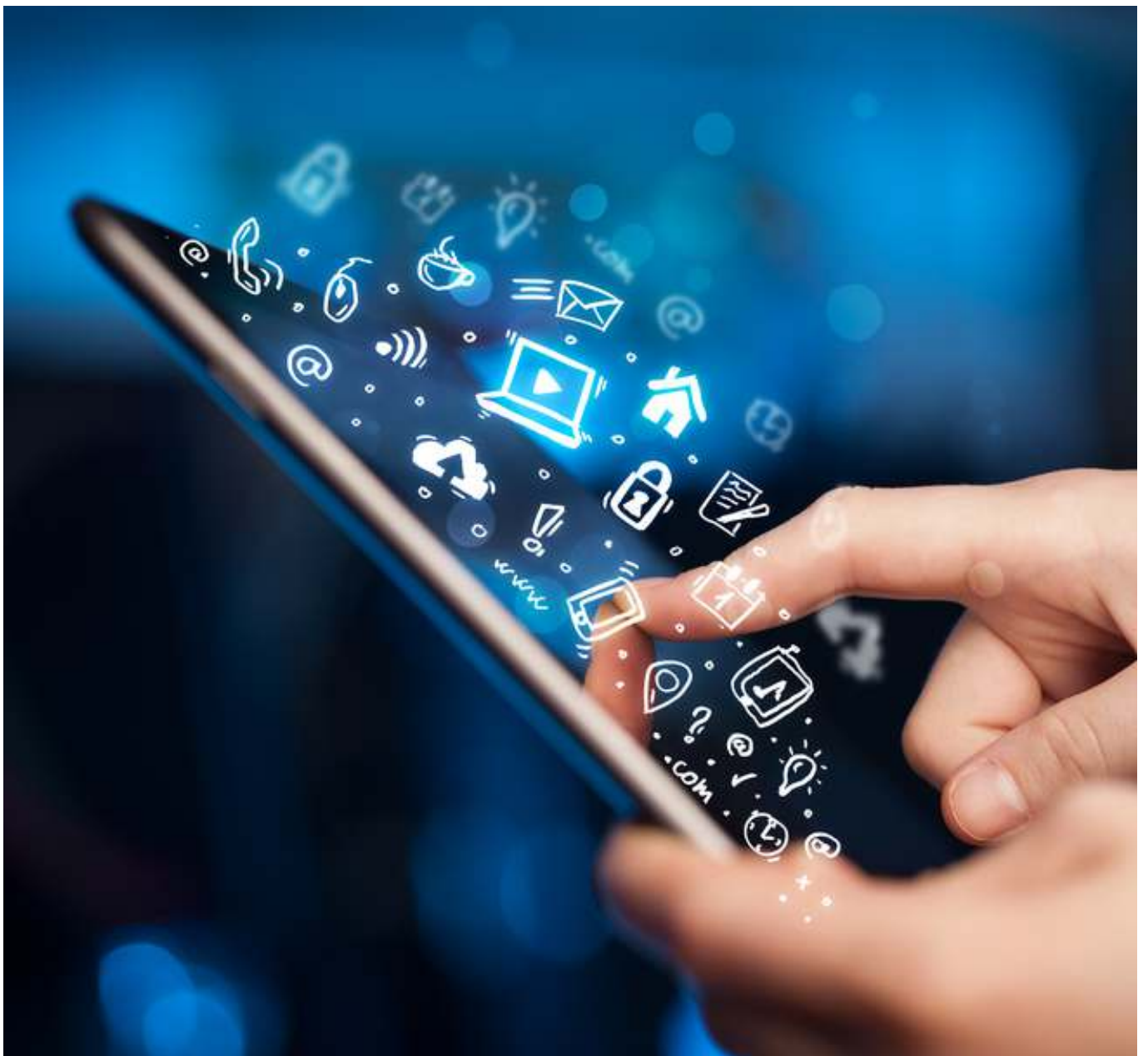


Social Listening and Customer Insights solution

Manufacturing



With customers demanding omni-channel experience, personalized offers, and value for money, understanding their needs and expectations has become critical for both B2B and B2C manufacturers. Customers now express their opinions freely across several channels including social media, surveys, contact centers, and others. Manufacturers can derive insights from these unstructured data sources to make customer centric decisions across product planning, marketing, and customer service functions.

Tata Consultancy Services' (TCS) Social Listening and Customer Insights solution harnesses customer voices both within and outside the enterprise. Our offering helps prioritize customer preferred attributes, provide competitive intelligence on customer mindshare, identify the reasons for customer satisfaction and dissatisfaction, and micro-segment customers better. By leveraging these insights, manufacturers can deliver customized and superior products and services, and increase market share

Overview

Manufacturers now connect with customers on multiple channels – mobile, social media, face to face conversations, and contact centers - to collect feedback about their products and services, and conduct user research to plan new products and services. However, product planners, marketers, and customer service managers are unable to harness data from across the different channels, leading to sub-optimal silo decisions. As a result, product planners introduce features, services, and products that do not reflect consumer preferences. Brand and marketing managers are unable to position their products in the market, and customer service managers struggle to grow their promoter base or create brand advocates.

TCS' Social Listening and Customer Insights solution, also offered as a service, provides manufacturers a systematic way to capture, analyze, and interpret the voices, opinions, and sentiments of stakeholders—from diverse sources including social media, VOC transcripts, and surveys across the extended enterprise. By leveraging unstructured data holistically, companies can segment customers better, develop targeted campaigns, design products and features suited to local markets, and provide personalized service offers and recommendations to improve customer satisfaction.

Our Solution

The TCS Social Listening and Customer Insights solution - delivered as a service - extracts insights from unstructured data from across different data sources, both within and outside the enterprise. Our talent triad, comprising domain, analytics, and technology experts, collate unstructured data, model the semantic dictionary, leverage third-party listening tools and TCS' proprietary text mining algorithms, and correlate insights with structured data to understand customer preferences, root cause of customer dissatisfaction, and customer needs across markets. These insights are captured in customized reports for product planners, marketers, and customer service managers to support informed decision making.





Benefits



Build and optimize the value proposition for products based on competitor intelligence, market insights, and consumer preferences



Align product positioning with customer expectations and market trends



Develop features, products, and services tailored to local markets



Understand customer purchase behavior intentions for products and services to micro-segment customers



Improve customer satisfaction with personalized marketing and customer service

The TCS Advantage

Integrated solution: Our Social Listening and Customer Insights solution provides a single, scalable platform to integrate data securely from social media networks and enterprise applications. Custom dashboards can be used to visualize insights and promote collaborative decision making among stakeholders.

Talent triad: Our unique combination of domain, analytics, and technology expertise help us deliver business value backed by technology, quickly and precisely.

Swift deployment: Our solution is based on a cloud-hosted platform, and can be deployed quickly as a solution or a service.

Awards & Recognition



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Email: manufacturing.solutions@tcs.com

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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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