



TELECOM SECTOR

**Monitor and analyse the
Customer Experience from
web and social media for
telecom service providers**

#CX #TextAnalytics #SocialMedia

Monitor and analyse the Customer Experience

from web and social media for telecom service providers

I Context

With the rise of social networking sites, users multiplied and so did their audience. Understanding the importance of tracking brand mentions on the web to improve customer experience, one of the major French telecom providers requested Akio Spotter to monitor and analyse forums, blogs and social networks where customers were likely to share or discuss their experience.

I Challenge

To combine a platform of **technology** and **human analysis** to obtain in-depth insights about customer satisfaction, and the perception of the media & consumers towards their offer.

- I **Engineer an analytical model of the customer journey** for the telecom sector specifically and make the most of the data.
- I **Forecast market trends** based on customer experience shared on the web and social media conversations.
- I **Offer detailed analysis** of media and customers' perceptions on the marketing campaigns of its main competitors.
- I Provide a **friendly and customisable platform** that allows experts to analyse data, publish reports and alerts.

I Objectives

The objective of the project was to monitor and analyse customer experience based on web and social conversations for telecom providers.

- I Monitor the customer journey of the major French telecom providers.
- I Analyse customer opinion exchanged on blogs, forums and social networks.
- I Benchmark France's mobile service providers from a customer experience point of view.
- I Analyse customer relations based on data collected from the web and stores.

I Solution

#1

Setting up Akio Spotter social analytics platform and implementing three insights dashboards specifically designed for the project.

Customer
Experience


Competitive
Intelligence


Market
Trends

The monitoring and analysis grid was structured on three levels:

- | Real-time qualitative analysis of key consumer topics from the web & social media buzz in the telecom sector – opinions and discussions on marketing campaigns, mobile packages and latest offers.
- | Overview of competitors' strategy vs customer relations.
- | Identification of top influencers – measuring their impact, sentiment and public speaking initiatives.

Akio Spotter implemented a **multi-department solution** so that the Customer Relations Director, the Director of Operations as well as the Chief Product Officer could **monitor and analyse the data related to their topic interests** on the Akio Spotter platform.

 Qualification of **12 000** documents per day

 **258** topics monitored

 Focus on the major French telecom operators



I Solution

#2

Creation and implementation of a customer journey analytical model for the telecom sector.

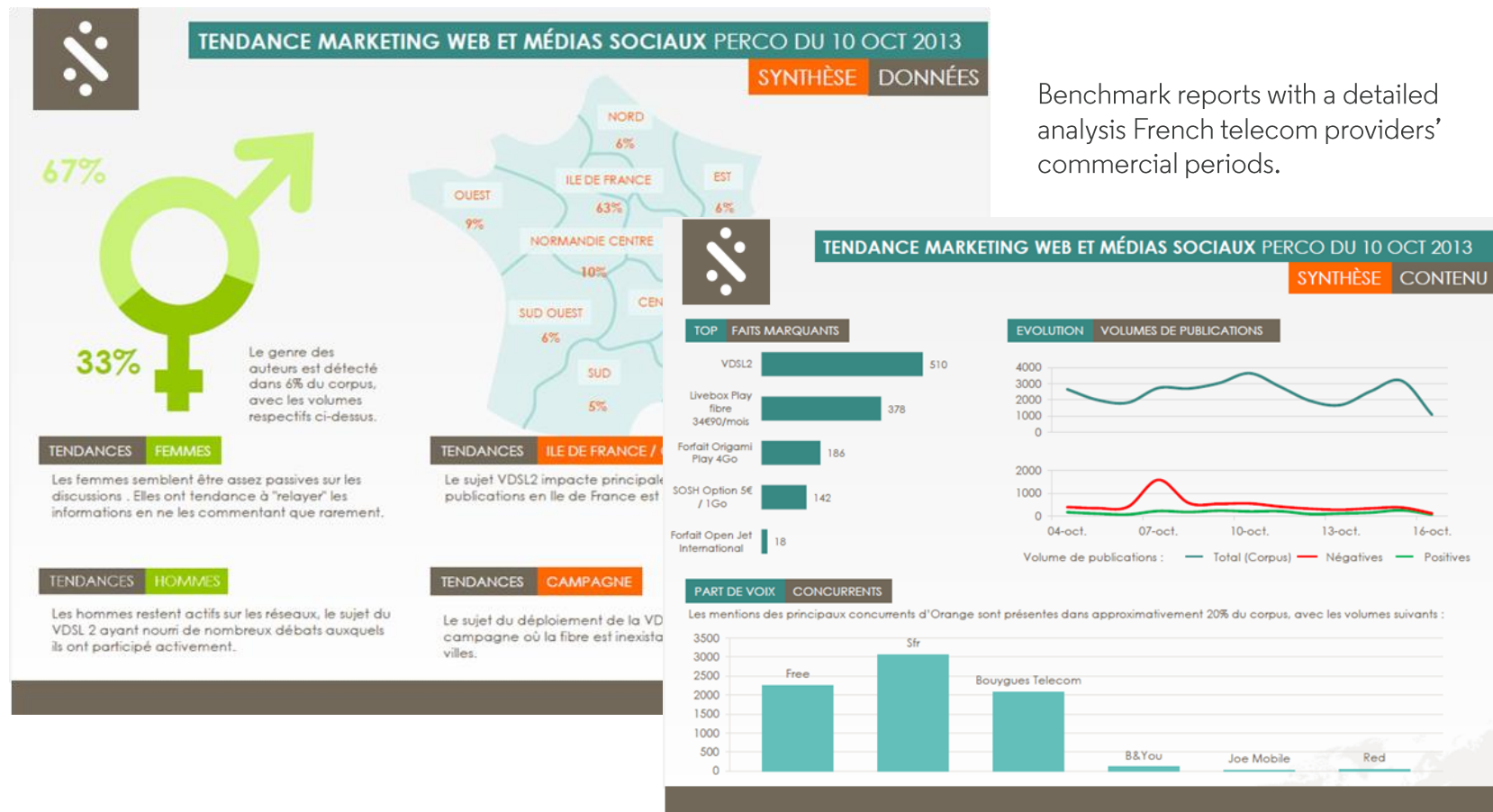
- Specific topics and sub-topics are identified for every different step of the customer journey. That allows a better structuration of the customer's contact reasons.
- First, the qualitative analysis is done via Akio Spotter's linguistic and semantic technology. Then, quality control process and advanced analysis is carried on by our experts.
- All data is automatically filtered and qualified according to multiple criteria: topic, sub-topic, entities, sentiment, influence of the author, audience of the source, etc.
- All documents are available on the Akio Spotter platform, and users drill down results via the advanced search engine, the monitoring plan or any dashboards.



I Solution

#3

Conception and delivery of analytical reports and infographics.



Benchmark reports with a detailed analysis French telecom providers' commercial periods.



About Akio Spotter

Akio Spotter is a complete listening and analytics system of media coverage, social conversations and customer feedback.

Monitor what's being said about your brand, identify your influencers, measure the impact of your campaigns, and drive your digital strategies.

We provide you with a dedicated project manager that will assist you with the definition of the monitoring plan, the layout and usefulness of the dashboards, and the adjustment of queries and themes in order for you to visualize only what matters.

In addition, our team of analysts can create tailor-made deliverables, such as ad hoc reports, studies and barometers.

| Expertise: 20 years of experience in monitoring and analysis of all media types and sectors.

| Sourcing: we possess a robust catalogue of relevant and qualified sources and work hard to continuously detect new sources.

| Innovation: our technology is proprietary and 30% of turnover is reinvested in R & D. The platform is scalable, cloud and ready to be used on mobiles as well.

| Global: we have the technical skills and the know-how to manage all languages and alphabets.

Would you like a demo ?

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