

Brand Social Tracking and Sentiment Assessment – Home Appliances Company



Delivered a dynamic dashboard integrating findings from brand sentiment analysis, empowering the client to interpret data seamlessly and strategize confidently. Identified risks in brand reputation management & facilitated proactive solutions through well-informed decision-making. Benchmarked client's brand performance against competitors, delivering crucial market insights to guide them in adopting optimal strategies and maintaining their leadership position effectively.



The analytics dashboard developed by STATXO has enhanced our ability to interpret data and make informed decisions. It's user-friendly and has proven invaluable in our strategic planning. Their expertise has been crucial in maintaining our brand's reputation.”

- VP, Marketing



CASE FOR CHANGE

- A leading home appliances and electronics company was seeking solutions to **strengthen its brand reputation** and gain **comprehensive insights** into the competitive landscape. The client faced difficulties in obtaining a complete view of their brand perception in online media
- The client further aimed to **understand customer sentiments** towards the brand, identifying potential **reputation risks** and opportunities associated with online media
- Additionally, the client sought comprehensive insights on how to effectively leverage their brand perception and competitor data to transform these insights into actionable growth opportunities, enabling them to stay ahead in an increasingly dynamic and competitive market



SHARED VISION

- To provide a comprehensive, view of the client's brand perception across online media, marketplaces, and most importantly, in the minds of customers ensuring sustenance of a **positive brand image** and continued business growth
- To be proactive and agile in identifying potential risks and opportunities associated with the brand's perception in online media. Additionally, to utilize these insights to strengthen the client's brand image and ensure long-term business growth
- To leverage AI & ML-based techniques for analyzing and extracting valuable insights from the vast amounts of online data. This approach aims to achieve highly accurate and rapid insights into the perception and value of the client's brand within the extensive online landscape



FEASIBLE PLAN

- **Data Collection and Brand Management:** To gather data from various online sources, including social media platforms, news websites, forums, blogs, and internal systems like CRM and Salesforce. This enabled tracking of brand mentions and monitoring of conversations related to the client
- **Consumer Sentiment Analysis:** The collected data were analyzed using natural language processing (*NLP*) and sentiment analysis algorithms to understand customer perceptions and sentiments associated with the brand
- **Brand Risk Analysis:** The data helped identify potential reputation risks, allowing proactive measures to address issues before they escalate
- **Competitive Advantage:** Benchmarked the brand performance of 10 competitors against the client's brand using data collected on brand reputation
- **Data-Driven Solution:** Findings were presented through an interactive dashboard, enabling the client to interpret the data easily



CAPABILITY TO DELIVER

- An interactive and comprehensive dashboard that integrated insights from brand perception data, allowed the client to interpret information effortlessly and make strategic decisions
- Identified potential risks in brand reputation management, enabling proactive mitigation through informed decision-making
- Benchmarked the client's brand against competitors, providing valuable market insights to help the client adopt best practices, avoid common industry downsides, and sustain market leadership over the long term

