

Case study

A very large digital agency uses emStream to power social profiling & engagement

emStream helps digital marketers build authentic relationships and engagement with customers real time

Industry

Digital and Social Media

About the global digital agency

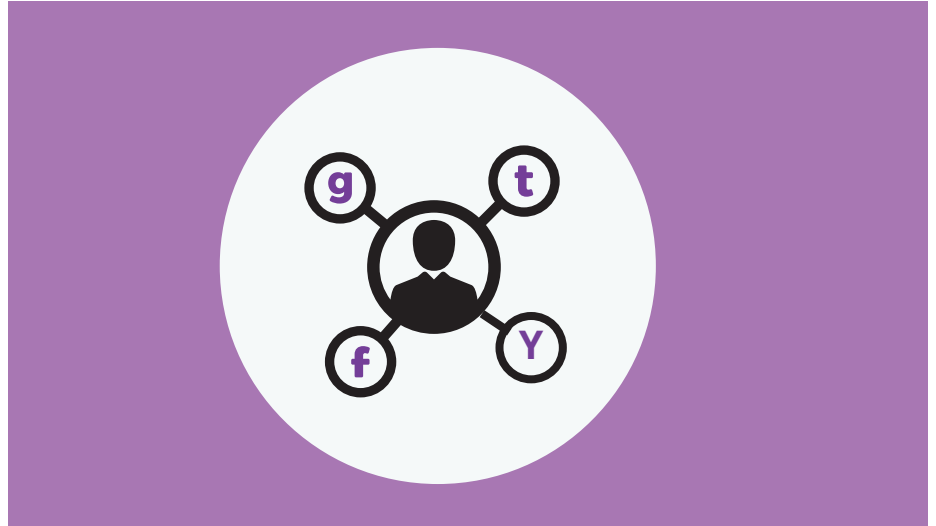
A global leader in marketing, advertisement and digital media with offices in 102 countries and 8600 employees servicing a large number of global Fortune 500 and other B2C businesses

Business Matters

Online reputation management and social media monitoring for end clients who are large B2C companies. Providing a single platform for listening, analysing and engagement with prospects, influencers and customers

Approach

Provide emStream on SaaS for listening to brand mentions, competitor mentions to respond to critical posts and to derive granular insights and changes in trends that are presented as dashboards to end clients.



Background

A global leader in marketing, advertisement and digital media was using open source tools, platforms combined a lot of manual effort to listen and analyse conversations from customers and brand mentions across social media channels such as Twitter, Facebook, Tumblr etc. This resulted in some key challenges

- ▶ Incomplete information because of lack of firehose access to critical platforms like Twitter
- ▶ Lack of granular insights because of manual work of extracting insights
- ▶ Inaccuracies in tagging sentiments to brand categories
- ▶ Time delay in engagement with customers and brand influencers leading to loss of reputation

Business Requirement

The agency was looking for a single product that powers ability to listen, analyse and communicate on a single platform.

The key capabilities expected were

- ▶ Ability to collect any brand mention across the web using a keyword based approach
- ▶ Use semantics and natural language processing to auto tag sentiments, intents to appropriate categories for effective trend analysis
- ▶ Engagement on Twitter, Facebook based on conversation workflows using sentiments

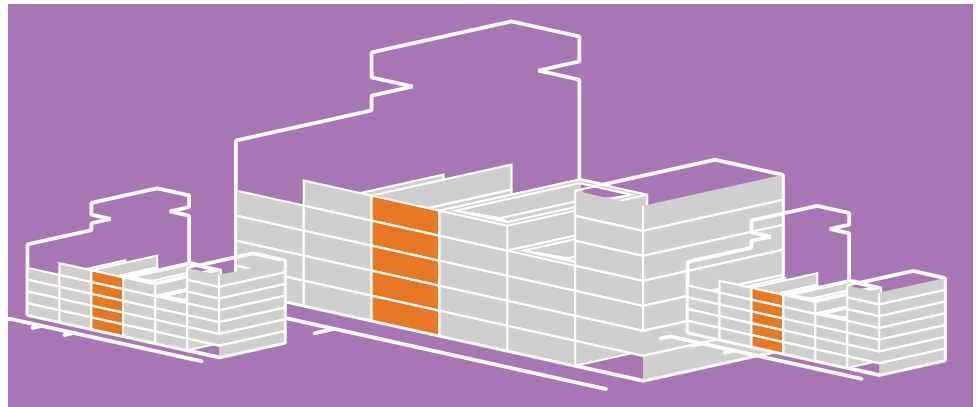
Technology Platforms Used

Languages : JAVA

Visualization: D3, Tableau.

Machine Learning: R, Natural Language Processing (proprietary)

Social Connectors: Twitter, Facebook, Tumblr, Reddit, Blogs, Boards, Forums, Custom URL's, Emails



Benefits

- ▶ Significant improvement in customer engagement on social media positioning the agency as a superior player in social media monitoring

Strong client brand recall and reputation as a result of real time engagement

- ▶ Conversion of leads on social channels by monitoring customer intents

Conversion of leads on social channels by monitoring customer intents

Solution

emStream powered keyword based listening for conversations across multiple channels with over 40 languages and firehose access to twitter.

Using emStream custom crawler capability, the agency defined review websites that they wanted to track for product feedback.

Once the conversations started streaming real time, rules and filters were used to create custom workflows that helped the agency engage real time with brand enthusiasts and detractors.

emStream also helped the agency identify whether brand Facebook pages actually attracted conversations as compared to the fan base and determine ROI.

The solutions provides following broad feature sets -

Listen:

- ▶ Configure Data Sources including Social and Internal data using keywords and crawlers for custom URL's.

Analyze:

- ▶ Derive share of voice, extract sentiments, intents and problems on a real time basis and auto tag them to categories using taxonomies and word clouds.
- ▶ Conduct geo-spatial analytics for location based sentiments
- ▶ Extract critical links from conversations to see competition and other associated mentions of brands, people etc
- ▶ Create 360 degree view of customers using social profile extracted from Facebook, Twitter based on email ID
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- ▶ Build and run predictive models on customer data

Engage:

- ▶ Create conversation workflows based on various filters to respond on a real time basis
- ▶ Respond directly on Twitter and Facebook from the product itself
- ▶ Send emails to CRM system for issues that pertain to customer care



About eMudhra

eMudhra is an innovative, consumer-oriented group established to provide path breaking and maverick solutions to transform the financial living of Indian consumers using cutting-edge technologies. It is certainly at the forefront of everything we do at eMudhra, and the culture that is manifested in our employees, processes, and solutions. At eMudhra, we strive to stay relevant in the security and analytics space by optimizing a market-based approach to drive solutions that address our customers needs. Founded in 2008 from the seed of digital signatures, eMudhra has since grown to establish strong roots in secure banking, analytics and consumer solutions.

- ▶ Licensed Certifying Authority under CCA - Govt. of India and Govt. of Mauritius
- ▶ The trusted implementation partner for various Banks, Govt. Depts., Insurance and Telecom Companies.
- ▶ Developed patented applications and holds multiple IPRs in online and mobile space
- ▶ Winner of Innovative Product by Asia PKI consortium and mBillionth South Asia
- ▶ Servicing more than 1 million customer base
- ▶ Only Asian company to be featured in two reports:BI Platforms in Asia and Who's Who of Text Mining
- ▶ emStream has been selected as Nasscom Emerge 50 Startup of the year
- ▶ emStream has been selected as top 5 Startups at CeBit Bangalore, 2014