



CI:View – Visualize Your Social Consumer

Collective Intellect is excited to deliver CI:View, a highly configurable dashboard that delivers up insights into consumer intentions, considerations and preferences surfaced by CI:Insight, CI’s sophisticated social media analytics tool.

CI:View sits atop CI:Insight to pull in semantically-filtered, precise data to a custom dashboard. CI’s semantic engine is based on LSA (Latent Semantic Analysis) and is a superior methodology for extracting meaning from unstructured data, like social media conversations. Your organization can feel confident that the data integrated into your business intelligence dashboard has been rigorously analyzed.

CI:View – Automated, Always-On, Listening Dashboard

- Define and track KPIs (Key Performance Indicators) by including the most important consumer indicators identified by your organization
- Validate and provide context to your understanding of other business metrics, like more traditional research
- Use dimensions to inform business strategy or alerts for course correction based on consumer reaction to price, quality or loyalty

CI:View can be configured to display KPIs, which can be automatically updated for ongoing analysis to inform business strategy, course correction or outreach efforts. Additionally, the dashboard can integrate other data, like transactional, behavioral, referral and web analytics, which can be correlated for a 360-degree view of your consumer.

