



collective intellect

## Social & Business Intelligence - Creating the Integrated Customer Hub

A white paper from Collective Intellect

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## A Short History Story of Social Media Analytics

In the beginning, social media conversations were monitored by individuals using RSS feeds or some combination of manually reviewing social media platforms for mentions of their company, brand or offering. Obviously, this approach is not scalable; the adoption of these tools and platforms has quickly outstripped both a companies' ability to manually derive real-time consumer insights and to effectively engage with their social customer in a relevant and timely manner.

The volume of social media conversations has quickly exploded. For example, according to the IDC 95% of the 1.2 zettabytes of data in the digital universe is unstructured, 70% of which is user-generated content. Additionally, unstructured data is projected for tremendous growth, with estimates pegging the compound annual growth rate ("CAGR") at 62% from 2008-2012.

### **Nurturing the Social Side of Your Business**

As social media activity has grown, an urgent need has emerged to correlate this information with existing consumer information, and develop plans to integrate this data with sophisticated data management systems. No longer is social the sole purview of the marketing or PR group, the insights derived from social media are as relevant to customer service as they are to engineering. Creating a 360-view of your consumer will help equip various teams within your organization with the social intelligence for successfully engaging with your social customer.

Social media adoption will continue to grow and so will the need to optimize your business to effectively tap into this rich channel of information. Optimizing your social strategy to leverage both social insights and existing private data allows your organization to create outreach efforts, new products or campaigns grounded in real-time, repeatable, automated and scalable analysis.

## Nearly as Exciting as the Introduction of the Printing Press

This is an exciting time. Never on such a scale has the number of individuals involved with producing, communicating and sharing content been possible. It's also a disruptive time as traditional industries, like advertising, news and entertainment companies compete for both consumer attention and with consumer content.

It's also introduced the need to be able to monitor and analyze social media conversations. This is where the customers are and if you aren't participating either from an engagement or monitoring perspective your company may be missing out on consumer insights, brand awareness and other market research details.

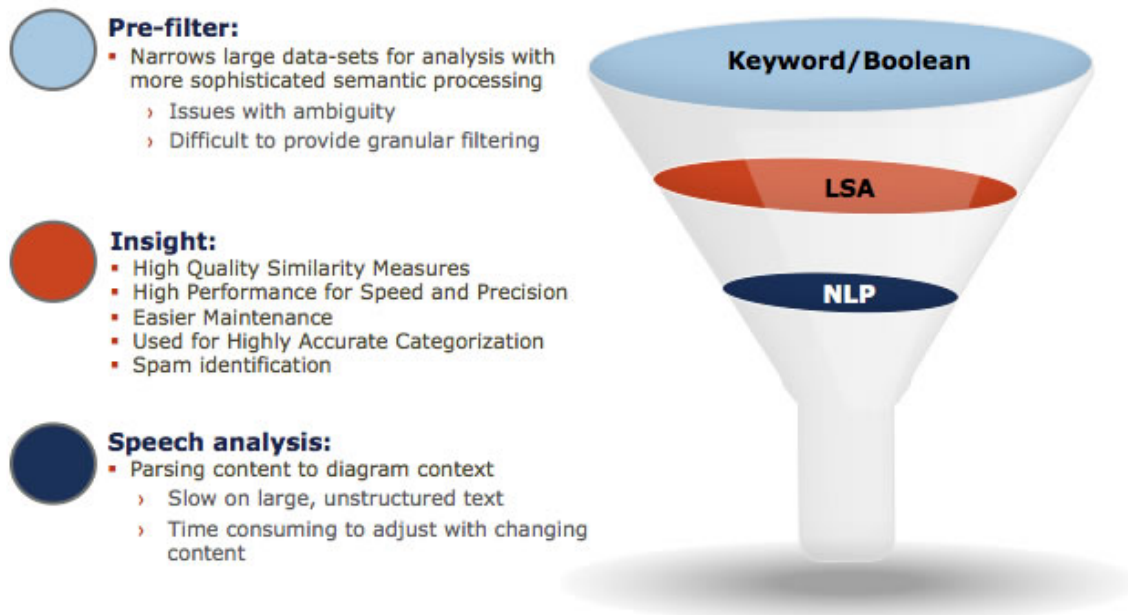
Social media doesn't replace traditional channels of information but it is an important one, whose influence will continue to grow. As social media becomes an increasingly



critical component to inform business and outreach strategies, the methodology used to analyze social media conversations can no longer rely on rudimentary analytics technology or manual review of social media platforms.

## Our Unbiased Belief in the Superiority of our Approach

Collective Intellect's proprietary, semantic search and analytics technology automates the capture of consumer "considerations and preference" metrics and insights from consumer generated content in a myriad of social media, structured and unstructured data environments. Many of our competitors use Boolean or keywords to analyze information but are unable to disambiguate the meaning of terms such as "Crocs", the shoes or "crocs", the reptile. Others rely on natural language processing (NLP), a time-consuming and complex language modeling approach to disambiguate content. CI's solution addresses the inaccuracy and bluntness of keyword search and the speed and cost disadvantages of NLP techniques through the use of advance statistical language modeling.



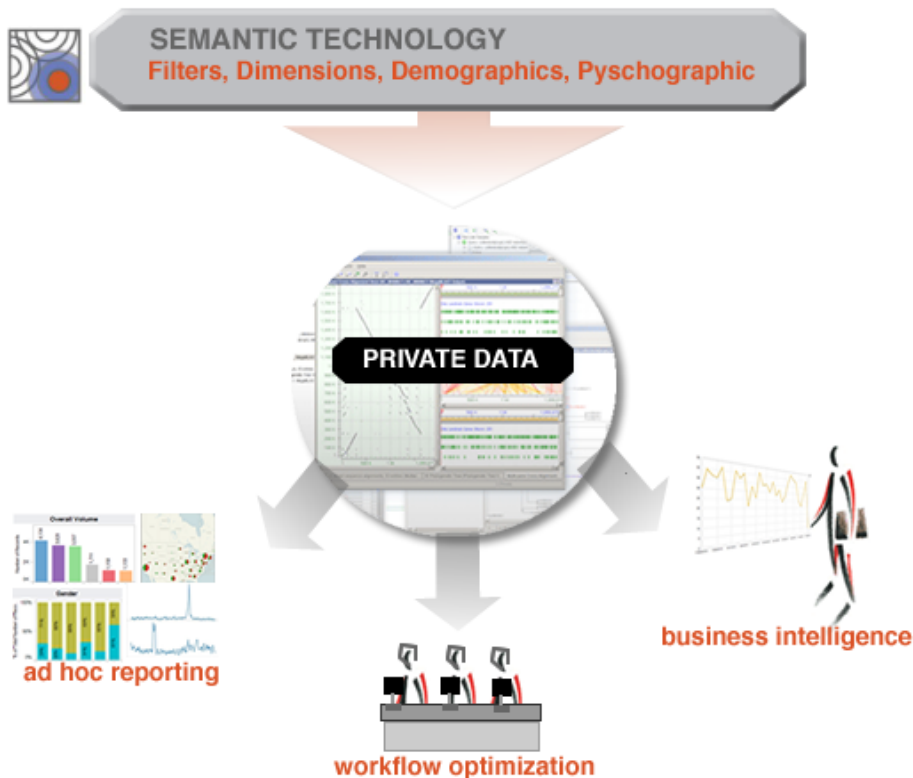
Collective Intellect's semantic engine is based on Latent Semantic Analysis (LSA) that allows meaning to be derived from social media conversations or private data. CI's sophisticated language modeling technology is able to achieve a high degree of accuracy uncovering consumer's true considerations and preferences as they relate to a lifestyle, category, brand, product and/or campaign.



## Analyzing Private Data

Our semantic technology is able to derive accurate intelligence not only from social media conversation but also from a company's private data.

The same sophisticated language modeling technology CI applies to social media conversation can be applied to your organization private, internal data. This type of analysis can be used to show common customer complaints resulting in customer service calls, recurring problems or issues your engineering team is tackling, or a new perspective on product development.



The resulting information can be folded into existing data management tools to:

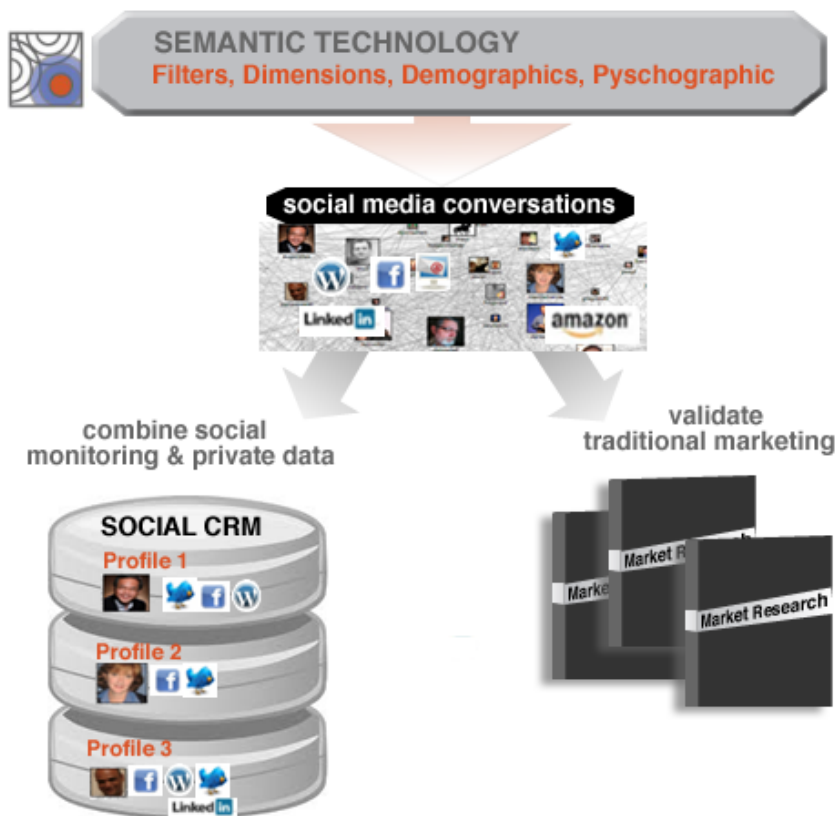
- Conduct ad-hoc reporting
- Optimize business processes
- Improve business intelligence

Additionally, our approach is aimed to seamlessly integrate highly precise analytics into existing business processes or data management systems.



## Blending Social and Private Data – An Integrated Customer Data Hub

Our goal is to help your organization create a unified, 360-degree view of your consumer and prospects blending social insights with more traditional data, including other private conversation data from surveys, private communities, call center transcripts, transactional, behavioral, referral and web analytics. Use social media analytics to conduct open-ended analysis or white space discovery to surface unexpected consumer insight, emerging trends or to validate more traditional market research.



This optimized form of social engaging can scale to promote either multi-channel or one-to-one conversations with mechanisms in place to capture social insights from both new and existing customers to continue to inform strategy, append to existing customer information, and update campaign metrics and outcomes for dashboard tracking. Working with your existing data infrastructure, our goal is to work with you to create a custom integrated Customer Data hub that supports:

- Understanding the social, online and traditional customers within your audience



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- Mapping between online and offline profile details
- Connecting social media engagement activities with marketing and sales figures
- Monitoring customer reactions to new features, services and products and routing potential issues to the appropriate team
- Sharing customer insights and issues across the organization and in real-time to inform overall business strategy
- Engaging with your customers on the social media platforms where they talk about your company, products, and campaigns.



### The Integrated Customer Data Hub

