Catalytics

E-Commerce Watch

By

Catalytics Datum

SINGAPORE | BANGLADESH | INDIA
NETHERLANDS | UAE | USA

E-COMMERCE WATCH

E- Commerce Watch, One stop Platform as a Service (PaaS) for BI & Decision Support for tracking, monitoring customer reviews, sentiments, pain and delights, pricing and competition benchmarking in the Online/Digital/E-Commerce Space with the power of Big Data, AI, Cloud & Digital Transformation.

Benchmark with immediate competitors against the same yardstick & marketplace

Customer Sentiment, Feedbacks, Grievance analysis from social, digital media

Optimization with SWOT Analysis for better Customer Experience

With E-Commerce Watch define & strategize Pre-order /Bookings, identify the market ready products, within the right market, their performance, pricing, customer ratings imparting most effective business strategy as well as competition on digital media.

E-Commerce Watch

E-Commerce Watch
serves as an end-to-end
Decision support system for E-
Commerce enterprises to get
360 degree of their Customers.

An online &
Real Time tool that
helps the company
to monitor their E-
Commerce Competition
& Customer Experience

➡ Seamless Tracking in digital world to get the best Customer
Insights, brand ratings and Pricing .

➡ Multilingual Support to Track in different pain points,
compliments and topics of complaint.

➡ Free and effortless integration with Most of the E-commerce
Channels.

➡ Realtime alerts about Unhappy Customers for the brand
management

➡ Attune Voice of Customers in a single frame.

Salient Features

Flexible Integration

Customizable
BI Layer

Multilinguistic
PaaS

Case Study: Brand Perception

Business Benefits:
We developed Brand Perception Measurement for the World Leader in Storage and Device Manufacturing.

95%

Accuracy in estimating customer feedback

20%

Improvement in CSAT by proactive outreach

AS IT HAPPENED :

Who was the client?
Global leader in personal & enterprise data storage device manufacturing, venturing currently in cloud storage space.

What was the challenge?
Measurement of Brand Sentiment, specifically in E-Commerce channels and compare against the competitors so that exact pain areas are identified from customer feedback.

How we solved?
Natural Language Processing (NLP), Sentiment Analysis,Intent Detection, Topic Modelling & Unsupervised Classification.

What was the outcome?
Agile promotional strategy driven by RoI, profitability & plan for future marketing activities to lift demand.

Catalytics

Catalytics Datum is a Next - Gen Decision Science Enterprise that Amalgamates the Data Science, Big Data, Cloud Computing & Business Intelligence to Transform your CRM, ERP & EDWH to the tool for business growth. Recognized by Microsoft BizSpark, Catalytics is present across the globe to become your partner in Digital Transformation.

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