Clootrack
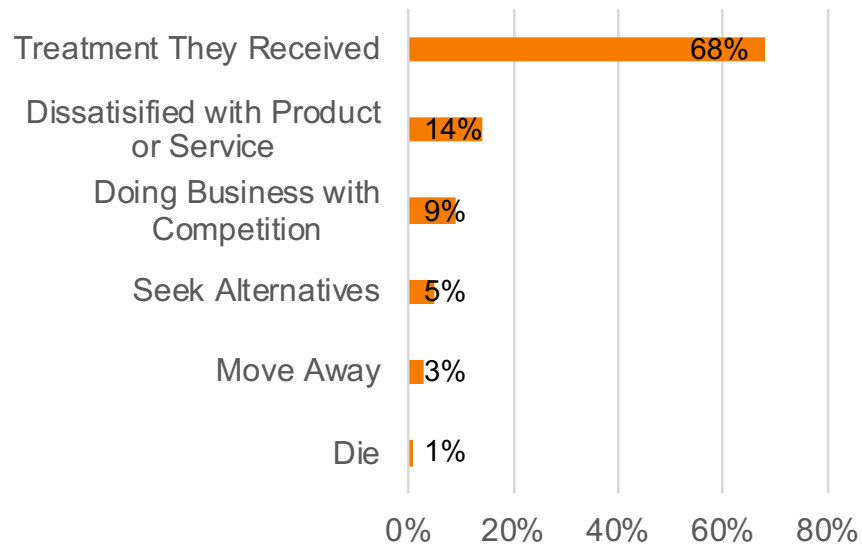
Real Time Customer Experience Analytics Platform!

Today, Customer Experience Drives Profitability!

Why Do Customers Leave A Company?


- Treatment They Received — 68%
- Dissatisfied with Product or Service — 14%
- Doing Business with Competition — 9%
- Seek Alternatives — 5%
- Move Away — 3%
- Die — 1%

(Axis: 0% 20% 40% 60% 80%)

As per McKinsey & Co

2.9% Increase in ARPU	Driven by **1%** point increase in Customer Experience
3.2% Decrease in Churn	
Upto **75%** Increase in profitability	Driven by **5%** decrease in churn

As per Peppers & Rogers Group

This makes
Customer Experience
A Key Factor in High Stake Decision Making
Every Day!
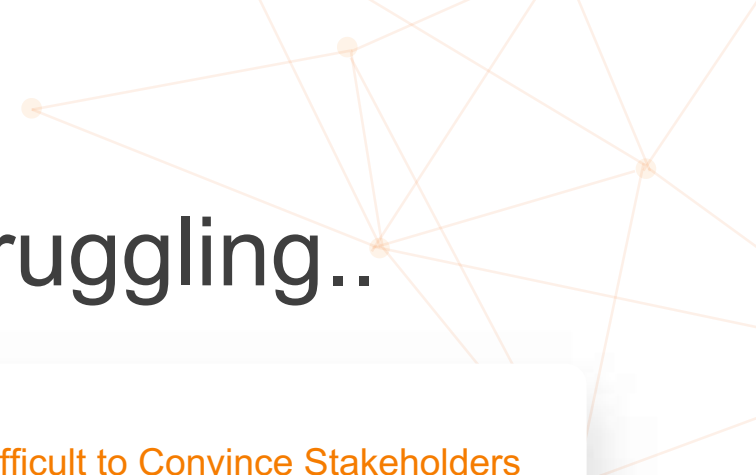
However, Decision Makers are struggling..

Market Trends are Moving Fast

Cannot keep tab of changing customer priorities.

There are Many Aspects to Improve

Difficult to decide what to focus on with confidence

Difficult to Convince Stakeholders

For effective results multiple departments must join hands with focussed action. However, stakeholders from each department have their own version of customer understanding.

The Existing Alternatives Are Not Helpful

Clootrack
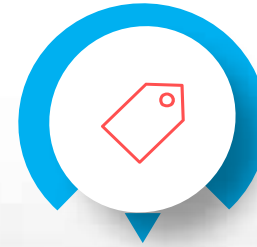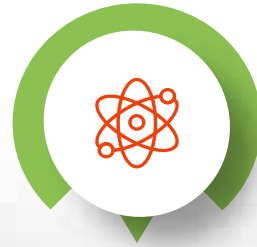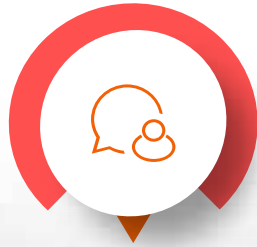
Traditional Market Research

- Takes long time
- Biased
- Highly Expensive

Social Listening Tools

- Need expert to configure what to listen to
- Many a times goes wrong, as you don't search for those which you don't know about
- Non actionable insights
- Data sources supported are mostly social media platforms
- Built for campaign tracking & ORM

Data Science Teams

- Need deep tech skills to build the system
- Takes time to get it right
- Highly Expensive
- Data science teams are generally shared resources making it difficult to obtain the needed resource allocation when needed

Manual Tagging with Agencies/BPO

- No wholistic picture as only part of the data can be considered. Else it becomes highly time consuming
- Error prone
- Need close monitoring of results every time

Analytics Module of Software Tools

- No expertise to obtain actionable insights from open ends
- Sub optimal analysis
- Different tools analyze different way
- Difficult to align analysis by different tools to same scale
- Not based on proven market research models

What is Needed?
Customer Experience Analytics Platform built for High Stake Decision Makers

Clootrack

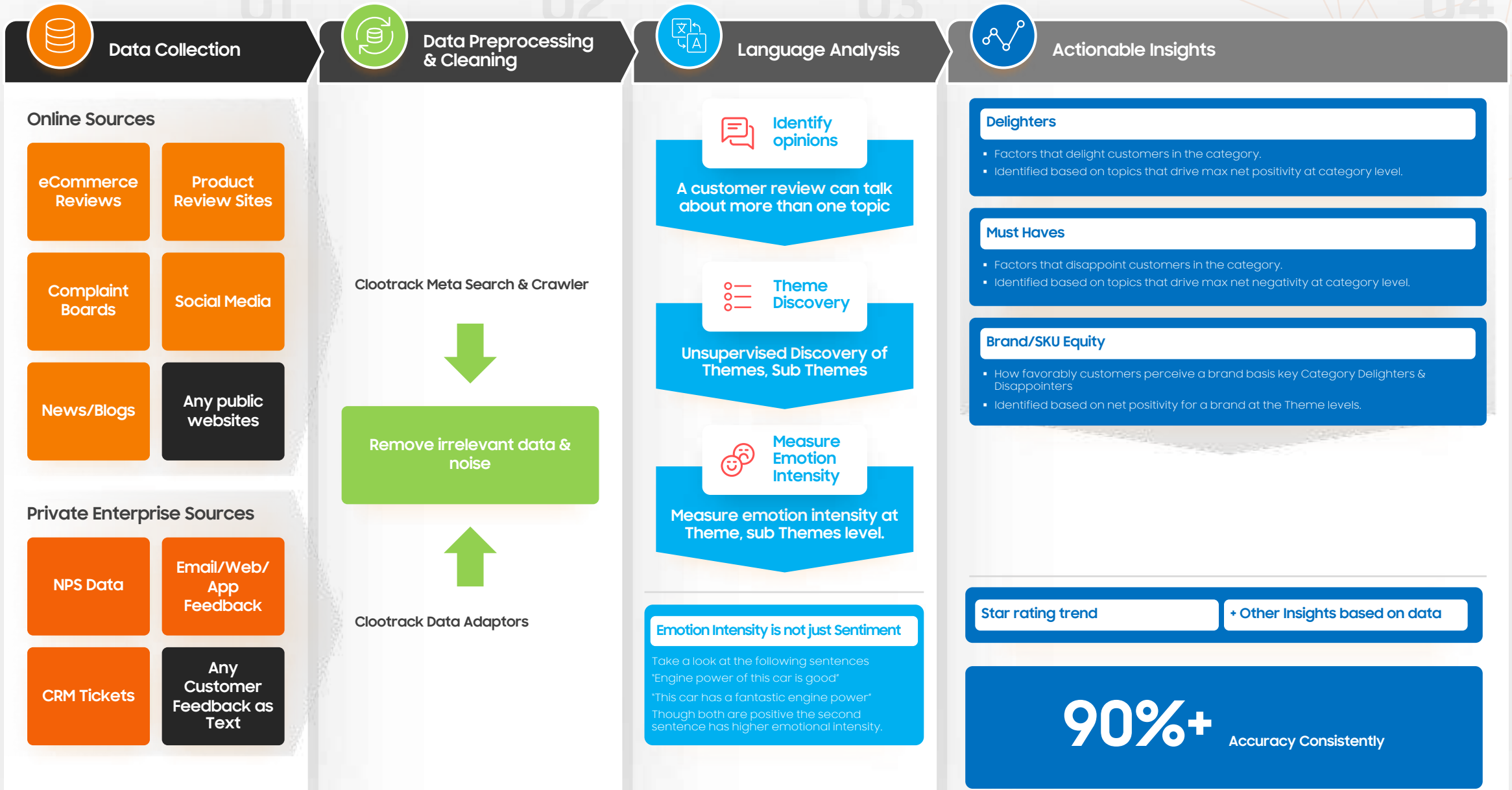# Clootrack
AI Based Platform That

Aggregates Customer Feedback Across Multiple Sources

Discerns Customer Speak to Identify Qualitative Insights

Provide Unified View of Customer Experience

Ideal for B2C Brands

Clootrack - How It Works?

Data Collection

Online Sources

- eCommerce Reviews
- Product Review Sites
- Complaint Boards
- Social Media
- News/Blogs
- Any public websites

Private Enterprise Sources

- NPS Data
- Email/Web/App Feedback
- CRM Tickets
- Any Customer Feedback as Text

Data Preprocessing & Cleaning

Clootrack Meta Search & Crawler

↓

Remove irrelevant data & noise

↑

Clootrack Data Adaptors

Language Analysis

Identify opinions

A customer review can talk about more than one topic

Theme Discovery

Unsupervised Discovery of Themes, Sub Themes

Measure Emotion Intensity

Measure emotion intensity at Theme, sub Themes level.

Emotion Intensity is not just Sentiment

Take a look at the following sentences
"Engine power of this car is good"

"This car has a fantastic engine power"
Though both are positive the second sentence has higher emotional intensity.

Actionable Insights

Delighters
- Factors that delight customers in the category.
- Identified based on topics that drive max net positivity at category level.

Must Haves
- Factors that disappoint customers in the category.
- Identified based on topics that drive max net negativity at category level.

Brand/SKU Equity
- How favorably customers perceive a brand basis key Category Delighters & Disappointers
- Identified based on net positivity for a brand at the Theme levels.

Star rating trend | + Other Insights based on data

90%+
Accuracy Consistently

Our Clients

Some of the Clients

150+

Enterprise Clients

How Does Clootrack Do It?

CLOOTRACK

SmartEye

AI driven platform that aggregates and analyzes customer conversations to identify opportunities & threats.
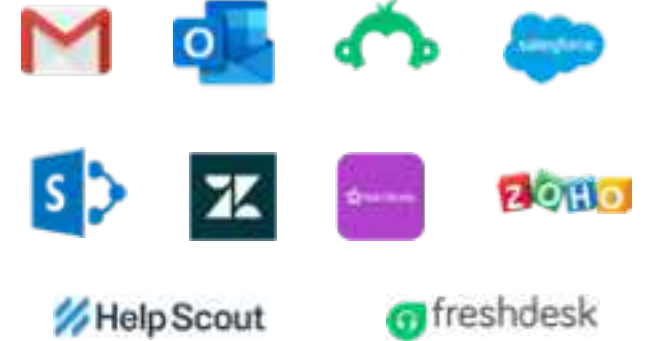
Clootrack

SmartEye

Clootrack

Clootrack

SmartEye

Aggregates and analyses all online and enterprise customer conversations to obtain qualitative granular insights.

Enterprise Internal Data

Online Data

Clootrack SmartEye - Differentiators

Intelligent Unsupervised Platform.

Hence no configuration effort & insights unbiased.

Built for Brand Analysis Using Proven Market Research Frameworks.

Hence results actionable.

Insights back traced to original customer verbatims.

Builds transparency and confidence.

Statistically more robust than traditional means.

Supports 55+ Languages

Ability to crawl external data & integrate enterprise data.

Seamless Data Integration.

Clootrack SmartEye – Use Cases

Unified View of Customer Experience/Brand Health

A single view of customer experience from online and enterprise customer conversations.

- Identify aspects to focus on to improve customer experience in meaningful way
- Arrive at strategic decisions based on fast moving market trends
- Consulting firms/Agencies – Make data driven pitches in a fast pace
- Evaluate Brand Health vis a vis competition

E-Commerce Category Experience Benchmarking

SKU/Category wise benchmarking of customer experience on product and service. Includes competitor intelligence as well.

- Identify key customer concerns. Many customer concerns on delivery and product are missed unless escalated.
- Competitive benchmarking to take appropriate action with brand/service.
- Align multiple brand, operations departments on the key issues concerning the customer which needs focused efforts.
- Used by brands to benchmark performance across ecommerce platforms.

Campaign Performance Track

Track qualitative and quantitative response to digital campaigns through online opinions.

- Measure performance of brand assets
- Benchmark with competition

Other Details

Value Proposition

Clarity on Customer Priorities

Unbiased Insights

Alignment Among Diverse Teams, As Conclusions Are Data Driven

Visibility to Senior Management

90%
Avg. Reduction in time taken

85%
Avg. Reduction in cost

Cost saving
14,000 $/study

Clootrack

Clootrack Intelligence – Unique & Detailed

Fully automated engine that brings out the following insights

Segmentations by various criteria like geography, time possible

01 Key Customer Priorities

02 Key Customer Concerns

03 Brand Equity of Incumbent Players

04 Competitor Strengths & Weaknesses

05 Emerging Trends

06 Answers to client hypothesis on various aspects like design, color etc.

Domain Expertise

Banking & Finance

- Banking
- Finance
- Securities
- Insurance

Consumer Goods

- FMCG/CPG
- Consumer Electronics
- App Based Services

Hospitality & Tourism

- Hospitality
- F&B
- Tourism
- Travel

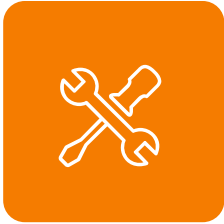## Auto & Transport

- Automotive
- Transport
- Market Places

Utility Services

- Telecom
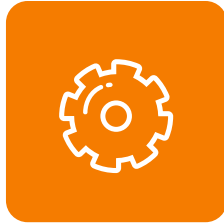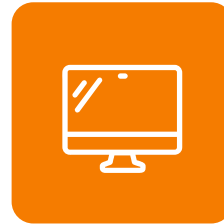- Electricity, Water and other utilities

Clootrack

STEP 1

Configure brand details

STEP 2

Analysis run by AI Engine regularly

STEP 3

Real Time brand perception reports

Clootrack Analysis Engine

High Level Overview

Clootrack

Clootrack SmartEye

Types of Online Data Sources Supported

Clootrack has extensive data crawl capabilities to fetch data from public online data sources

| eCommerce Reviews | 01 | Review Sites | 02 | Social Media | 03 |

| Blog comments | 04 | Domain Specific Niche Sites | 05 | Peer Review Forums | 06 |

Clootrack SmartEye

Types of Enterprise Data Sources Supported

Clootrack has extensive integrations to fetch data from internal enterprise data, including loosely coupled integration without APIs

Open Ended NPS Feedback 01	CRM Tickets 02	Website/App Feedback 03
Email Feedback 04	Open ended surveys 05	Customer Suggestions 06

Why
Customer Experience Departments
Use Clootrack?

Clootrack

Why Customer Experience Departments
Use Clootrack?

No time needed to be spent on configuration
01

Deep understanding of new segments close to real time
02

Easily align different departments, as insights are data backed and from all channels
03

Actions can be taken based on wide information across adjacencies and customer segments.
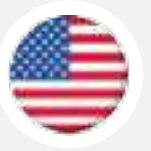04

Cost Effective
05

Works complementary to existing systems eg: Listening tools, Survey Results etc
06

Case Studies

Clootrack

Message Cut Through Measurement Increases Campaign Effectiveness

Data source: Social media, e Commerce reviews

The Challenge

A global cosmetics major ran marketing campaigns on various digital channels. However, the Client was not able to measure message cut through, a key metric for evaluating the effectiveness of the campaign.

Existing research tools only gave engagement numbers which did not reflect message cut through.

The Client had no way to measure and optimize message effectiveness.

What Did We Do?

- Analyzed consumer conversations during the campaign for the brand, across online channels.

- Identified key consumer conversations reflecting campaign themes.

- Ranked emerging themes based on emotional intensity to help the Client focus on what was working

- Identified themes that consumers picked up easily, while also discovered unintended uses and benefits of the product

- The Client brand team fine-tuned their campaigns based on Clootrack insights on a weekly basis, the quick turnaround resulted in almost real-time activation of insights and impact

The Impact

| Measured Message Cut Through | Real Time Identification of Consumer Reactions | Data Driven Message Optimization | High Campaign Effectiveness |

25

Clootrack

Discovery of Adoption Drivers Spikes Sales Like Never Before

Data source: Social media, e Commerce reviews, Forums

The Challenge

A global fast food major was finding their sales stagnating, though they were excelling in all the metrics they have been tracking.
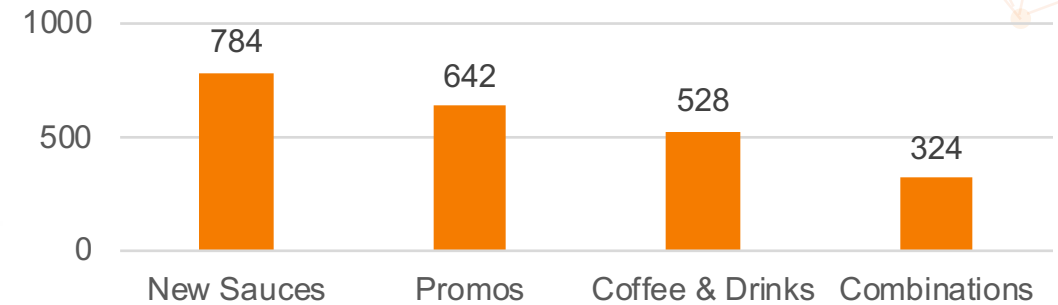
What Did We Do?

- Analyzed consumer conversations for the category across the web including review sites, blogs, social media.
- Analyzed consumer care tickets received by the brand.
- Identified that adoption drivers for the category were different from the metrics tracked by the brand driving a disconnect with consumers
- Identified that competitor brands were perceived to be better in metrics the brand tracked as well as what we discovered as drivers of adoption.
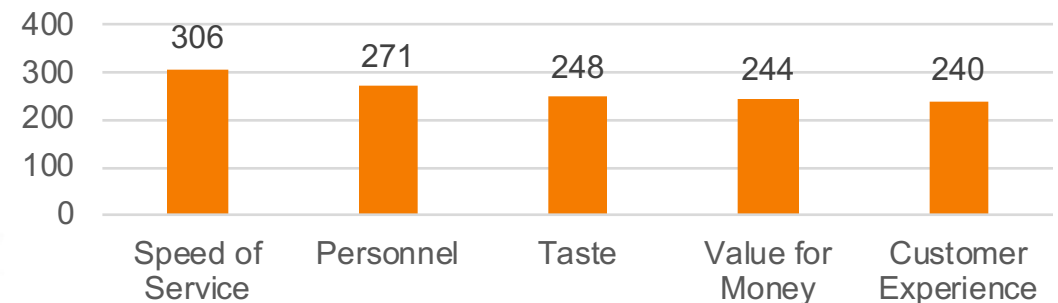
Adoption Drivers Discovered by Clootrack

New Sauces	784
Promos	642
Coffee & Drinks	528
Combinations	324

Metrics Tracked by the Brand

Speed of Service	306
Personnel	271
Taste	248
Value for Money	244
Customer Experience	240

The Impact

Discovered Changing Adoption Drivers → Delivered Marketing with Confidence → Met Consumer Expectations → Increased Sales

Clootrack

Campaign Response Understanding Sky Rockets Engagement Metrics

Data source: Social media, e Commerce reviews

The Challenge

A major wellness drink undertakes marketing campaigns on various digital channels.

The Client brand team realized that fine tuning campaign based on consumer reactions would make campaign engagement more meaningful. To be more effective, they needed a way to iterate & optimize 'Messages' quickly.

Using existing campaign tracking, the brand team was only able to get frequency counts of many comments and they were not able to identify and take away any meaningful learnings about the consumer reactions to the campaign. Also going through these large number of reactions was time taking and error prone.

What Did We Do?

- Analyzed consumer conversations during the campaign period focused specifically on the personality used as Key opinion leader (KOL) for endorsement & the campaign hashtag posts

- Identified major themes and sub themes, prioritized themes based on tonality and emotional depth

- The Client team took several strategic decisions including brand re-positioning which significantly improved quality of campaign engagement and reach.

- Eg: Consumers were strongly associating the brand with "technology", even though it was a 'wellness' product, and this was never picked up in prior qual research. Campaign based on this positioning theme had a better response.

- Eg: Celebrity for the brand was changed from a foreign personality to native and this again improved the campaign

The Impact

Effective Campaign Response Analysis → Real Time Identification of Consumer Reactions → Data Driven Campaign Fine Tuning → Higher Campaign Engagement

Clootrack

Keeping Real Time Tab on Brand Equity Drivers To Be Market Leader

Data source: Social media, e Commerce reviews, Product review sites, Forums
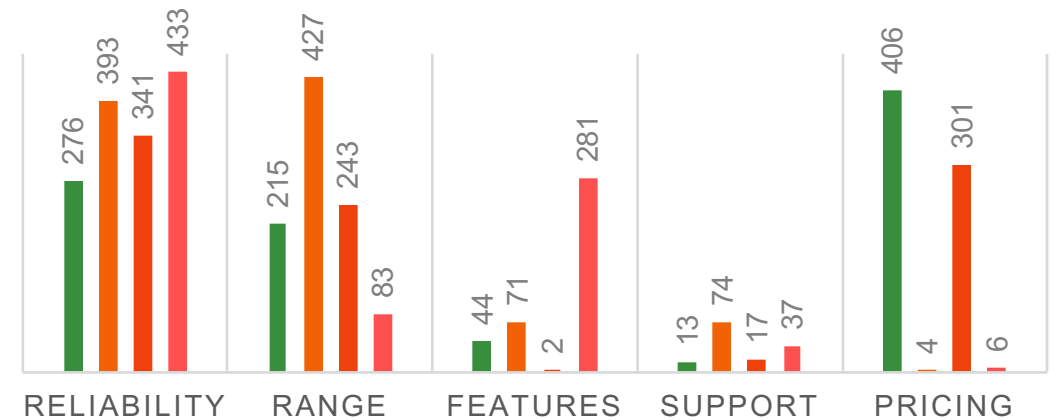
The Challenge

A global laptop manufacturer finds fluctuating sales dips for its most selling model among distributers and consumers. The brand is not able to device a strategy with confidence without knowing the reasons.

What Did We Do?

- Analyzed consumer conversations for the category across the web including review sites, blogs, social media.
- Identified adoption drivers for the category.
- A new set of competitors were discovered, these were not tracked by the brand earlier, while these were part of consumer's frame of reference.
- Scored consumer perceptions of the Client's brand vs right set of competitors on key equity drivers; Client brand fell short of competitors on many key drivers, while they were perceived to be better on price

Brand Equity Identified by Clootrack

The target brand is in Green

Bar chart data:

	Green	Orange	Red-orange	Red
RELIABILITY	276	393	341	433
RANGE	215	427	243	83
FEATURES	44	71	2	281
SUPPORT	13	74	17	37
PRICING	406	4	301	6

Competitors seemed to have better communication on drivers that mattered, while the Client's brand was only known for better price; while Client's product was competitive on all features, they had not done well in communicating this. This was addressed by delivering a competitive message in the new communication

The Impact

- Discovered Category Drivers
- Measured Brand Equity
- Delivered Competitive Messaging
- Maintained Market Leadership

28

Clootrack

Discovery of Key Customer Complaints Leap Frogs Consumer Experience

Data source: Consumer Tickets

The Challenge

A major telecom provider in India had 126 classification buckets for their consumer care tickets. The classification buckets were built over period of time. New buckets were added every quarter based on feedback from team.

The number of consumer tickets was 3,60,000 per quarter.

The company used to track the most important complaints by looking at number of consumer care tickets in each bucket. However they realized the following issues:

1) Several important complaints are missed out

2) Time to response was long

What Did We Do?

- Analyzed Customer Tickets for a Quarter.

- Identified that consumer tickets fell into 32 major classification buckets, vis a vis 126 buckets.

- 18 of these buckets the company had. However 14 were fully new and were getting classified as "Others" earlier.

- Identified sub topics of each bucket. Eg: "Token System" under "Store Experience" category.

- Specific aspects which drive positive or negative impact were identified and these were ranked based on importance so that priorities could be assigned

- The analysis for a quarter done in 4 hours.

The Impact

| Accurate Issue Identification | Real Time Ranking of Issues | 90% Reduction in Response Time | Superior Consumer Experience |

Clootrack

Case Study
Staying Ahead With The Right Market Trends

Data source: App store reviews, Product review sites

The Challenge

A major payment app was losing large number of users due to price wars and competition.

The only way was to add more value to the consumers. However due to limited app real estate, adding many features was not an option.

Most of the new features suggested by product team had its own competitors in the market, making it a spray and pray approach.

The brand wanted to find how to add more value to consumers.

What Did We Do?

- Analyzed user conversations of the app and competitors.
- Identified emerging trends in consumer conversations.
- Ranked emerging trends by priority.
- The top ranked emerging trend was "Pay via Chat Messages"
- This was discovered more than a year before Facebook released the feature for the first time.

The Impact

| Identified The Right Emerging Trends | First Mover Advantage | Added Superior Value for Consumers | Stayed Ahead of The Market |

30

Clootrack

Acting on Consumer Conversations Effectuates Brand Image Strategy

Data source: Own website, Social media channels, NPS Feedbacks, Consumer Complaints

The Challenge

Our Client, a major bank, had an active social media strategy with investments in listening and reputation management tools. Bank considered itself a fully digital bank, with several awards designating the same.

They were collecting social media posts /comments about competitors and their own divisions with multiple listening and feedback/survey tools. They had more than 1.5 million data points over 6 months.

The Client could not understand the take away from the large number of conversations, despite deploying a team to analyze consumer conversations.

What Did We Do?

- Gathered their internal data, cleaned the data of irrelevant comments and posts.

- Attributed consumer messages/reviews to different services of the bank (insurance, investments etc)

- Identified actionable drivers of satisfaction, dissatisfaction by division and change in mood over time.

- Eg: Crashes on website/app impacted "digital" image of bank. Branch visits had several customer complaints

- Ranked Client bank vis a vis competitors on the drivers.

- Identified top message recall for Client bank vis a vis competitors.

The Impact

| Accurate Issue Identification | Impact Analysis on Brand Image | Act on Top Priority Issues | Brand Image Aligned To Strategy |

Clootrack

Identifying Differentiators Jazz Up Conversions

Data source: Social media channels and Consumer Complaints

The Challenge

Our Client, a major Global bank, was focusing in Australia to grow personal loan market share. Market is dominated by the big four Australian based banks. All the bank's advertising & communication was heavily tilted towards interest rates & highlighting their low interest rates. There was no clear differentiation between the banks.

Client could not decipher Customer perception with surveys conducted despite spending lot of effort & money

What Did We Do?

- Gathered external data on personal loans in Australia. Cleaned the data of irrelevant comments and posts

- Attributed consumer messages/reviews to different aspects of personal loans

- Identified actionable drivers of satisfaction, dissatisfaction

- Eg: Processing time & procedures, documentation, loan size & features

- Ranked Client bank vis a vis competitors on the drivers

- Significant revelation for the client bank was that the interest rates & fees were considered least important of all drivers

The Impact

Discovered Category drivers	Measured brand equity	Data driven communication	Improved conversion rate for the client

Clootrack

For more details write to

contactus@clootrack.com