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Tecknoworks Market
Insights Tool

TKW Market Insights Tool

Intro

The success of a company depends on the constant processing of increasing digital information about:

- Diversity of professional activities and events
- Its own products and services
- Decisions from regulators and the Government
- Statements of key opinion leaders
- Competitors' products and services
- Marketing, PR & CSR activities

TKW Market Insights Tool



Why

Issue:

Few organizations have today the financial and human resources to make available to all their departments the information processed in the format they need for their current activity

Solution:

TKW Market Insights Tool is an information search and processing platform that uses artificial intelligence to identify and categorize all the digital information an organization needs.

TKW Market Insights Tool

Benefits

With our tool you can:

1. Have all the digital information in your area of interest, updated and systematized
2. View the information in various dashboards
3. Easily design the interface in order to obtain the desired information structure
4. Perform complex analysis and sorting of information, through a matrix model of data correlation
5. Get your information wherever you are, as you can access it from any device
6. Can be used by the general management of an organization, marketing and communication departments, HR, logistics, financial, or by the legal departments.

TKW Market Insights Tool



How

The Machine Learning algorithms behind this tool are able to search in various sources in order to identify and tag the relevant information for your business. After processing all the information, the tool correlates the context to the information and transforms all the collected data into actionable insights.

These insights help your company to achieve the next level of digital transformation and stay ahead of the competition. The automation of many stages saves you critical research time and offers the ability to act while the opportunity is hot and the need is urgent.

Create your own communities and stay in touch with your clients. Being able to collect information from various sources like social media and groups, give you the inside view of how to stay engaged with your customers all the time.

THANK YOU



Contact us: info@tecknoworks.com | tecknoworks.com