



Accelerate Product Innovation with Consumer Insights

Semantic Data Hub

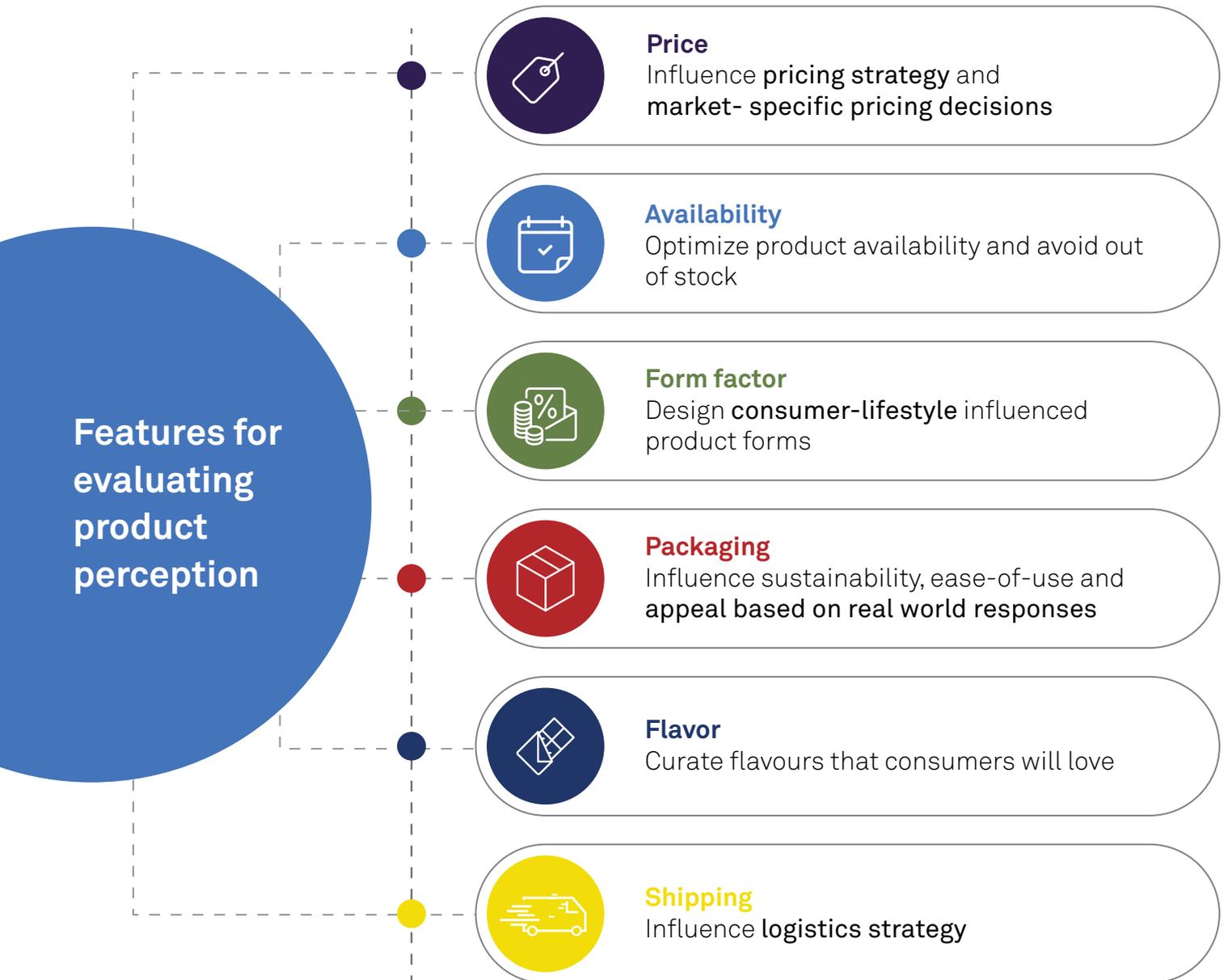


Modern retailers must navigate and interpret large volumes of data to identify and address consumer preferences. Consumer insights-driven product design, powered by Wipro's Semantic Data Hub, enables retailers to leverage artificial intelligence and machine learning to uncover consumer pain points, sentiments and affinities. With these insights, companies can better understand which features drive customer satisfaction, improve SEO, craft engaging content, improve product design, and ensure profitable product launches.

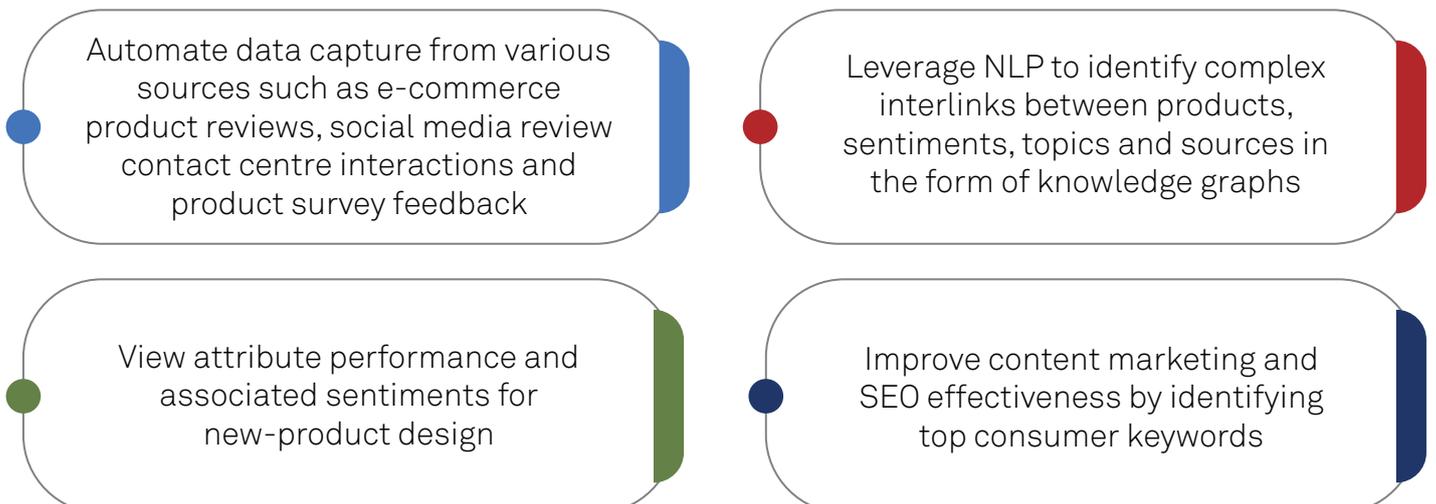


- Brand Perception
- Product Perception
- Product Performance
- Satisfaction Score
- Taste trends
- Healthy Food trends
- Exotic Food trends

Below infographic outlines the factors which are used to evaluate consumer affinities and product perception



Key Features



How Consumer Insights drive Business Benefits



Product Innovation

Improve product design and drive customer satisfaction using sentiment and affinity intelligence using customer review data.



Product Launch

Strategize the new product launch with shopper-interweaved perceptions and maximize market share



Campaign Planning

Helps marketing managers drive campaign ROI through effective targeting and content marketing

Lift the effectiveness of campaign planning and product launch strategies by improving campaign ROI





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strong commitment to sustainability and good corporate citizenship, we have over 220,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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