COMARCH SOCIAL MINING

Identify and understand meaningful conversations in social media

BUSINESS CHALLENGES

For several years, the importance of social media has been growing and has had a major impact on today's enterprises. Exchanging and sharing opinions among customers is now easier than before. Moreover, these comments and social behaviors affect daily business – customer service, engagement and satisfaction. A significant number of companies have begun using social media not only as another marketing communication channel. They are also aware that social media provides more efficient data about their customers and enables capturing of the past and real-time conversation history to visualize trends through topics and domains.

SOLUTION OVERVIEW

Comarch Social Mining is a useful tool that upgrades loyalty programs with a social context. It brings extra value to the loyalty program member by providing a better experience with more benefits as a result of precise targeting. Comarch Social Mining gives the ability to monitor behavior of loyalty program members within social media based on the user defined

criteria and required data sources. Thanks to information gathered in the CSM application, based on social statistics of engagement, a loyalty program provider can enrich a customer's profile provided by the Comarch Loyalty Management tool and gather extra social based behavioral data about the customer.

As a result, it enables users to define more precise, personalized communication, reward program members additionally and segment them based on their social media activity. The solution also provides the ability to discover the most influential loyalty program members based on specified domains such as social media users, fan pages and social media accounts or keyword categories. This comprehensive approach to social media analysis gives CSM platform users the unique opportunity to, first of all, change the attitude to social media from an isolated marketing channel, to an integrated part of loyalty management processes and, on the other hand, quickly improve loyalty program strategy based on trends and trustworthy program members opinions.

SYSTEM ARCHITECTURE

Thanks to connection of the loyalty program members profiles with their accounts on social media, Comarch Social Mining can capture relevant data from various social media platforms. All the social profiles data are gathered within one database along with the entire communication and engagement history. A CSM user is able to analyze behavior of an very particular customer in social media by using an intuitive application enhanced with dashboards and gauges that are based on sentiment, keyword, engagement, activity, influence and finally social content effectiveness analysis, ranks or scores.

KEY BENEFITS

Integration of loyalty program management processes both based on transactional data, omnichannel communication history and social media engagement analysis.

Increase the quality of communication with customers and enrich customer profile, including social media interaction history.

Comprehensive information of what customers are saying about your brand accessible in real time along with relevant analysis, statistics and KPIs.

Ability to group customers by multiple different characteristics and discover opinion leaders or leading influencers.

Social media behavior based segmentation and ability to share segments across the entire CRM&Marketing platform to define more precise and better targeted marketing actions.

KEY SYSTEM FEATURES

Collect

Thanks to the connection of loyalty program member accounts with their social media profiles in Comarch Loyalty Management, Comarch Social Mining is able to gather all private access data permissions and, as a result, capture relevant engagement and social communication data from various social media portals like Facebook or Twitter. And in the end, as the fully integrated part of the CRM&Marketing platform module, provides the ability to enrich a loyalty program member's profile by including aggregated data on activity in a defined area of the social media.

Listen

Sentiment analysis, and the ability to track keywords and topics of the highest importance from the business point of view, helps you monitor posts and comments about your brand and identify the most engaged customer segments. Moreover, it's possible to monitor how the loyalty program members interact with a specific type of content within social media, their influence score and finally define segments based on the complete history of social media interactions.

Analyze

By gathering relevant data, you can create a detailed analysis of customer engagement and provide unique numerical data regarding the engagement, influence, keywords used and effectiveness of social media content. Along with information regarding distribution of positive/neutral/negative opinions, campaign life cycle, customer behavior in social media, customer demographics, and social profiles of loyalty program members.

COMARCH SOCIAL MINING

Gathering social profiles	Segmentation of social users	Social media monitoring	Keywords & trends tracking
Improved brand voice on social media	Social communication measurement	Social KPI reporting	„Reach" booster

CRM&MARKETING CUSTOMERS

HEINEKEN jetBlue AIRWAYS Mercedes-Benz Bank STATOIL bp

X5 RETAIL GROUP LEROY MERLIN ROGERS CREDIT SUISSE Heathrow

ABOUT COMARCH

Comarch has over twenty years of experience in designing, implementing and integrating state-of-the art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services: which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and, finally, boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with over eighty clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, Heathrow Airport and BP. The offer also includes big data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.

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