

# Social Media Analytics



**With** the fast growing number of social media users nowadays, a vast amount of social information is processed every second in different channels, such as blogs, forums, and social networking sites. Companies can extract the voice of customers from these valuable sources of information.

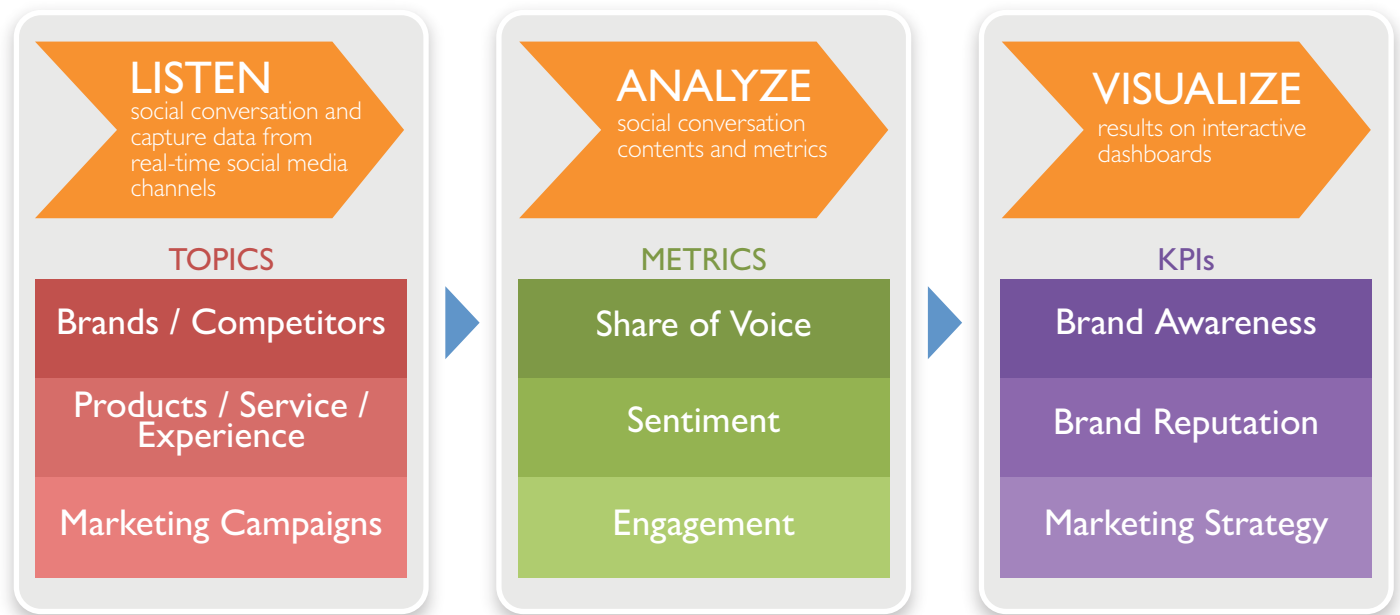
Social media analytics, also known as social listening or social media monitoring, is a methodology to acquire and analyze the social dialogues of a brand, its services and its competitors. With this capability, companies can incorporate the true voice of their customers in all their existing initiatives and strategies via diagnosing the customers' opinions and even sentiment polarity. Through making improvements in all customer touch points, such as brand marketing and customer care, customer satisfaction can be enhanced.

## Understand and serve customers better

The viral effects of the social conversations can have strong impact on brand reputation. It is therefore very important to consistently monitor social conversations in an efficient and effective manner.

PCCW Solutions provides integrated and automated social media analytics solutions to help companies understand and monitor their customers' opinions through the extraction of user review comments from social media sites, such as Facebook, Twitter, Weibo and Youtube.

## PCCW Solutions social media analytics platform



We begin the social monitoring by gathering various kinds of comments and dialogues from all forms of social media platforms. After the collection of data across the Internet, we help the customers gain deep insights using techniques such as Text Analysis and Natural Language Processing. With our expertise and support, real-time online monitoring of social media helps create new wealth of information at fingertips, enabling the users to develop better strategies, identify areas of improvement and better fulfill the needs of their customers.

In addition, companies are able to access integrated dashboards to review the results of both structured and unstructured data with detailed illustrations and explanations. Hence, organizations can better focus on customers and eliminate the noise by understanding the trends and context.

PCCW Solutions' analytics solutions can help companies sharpen their competitive edges by measuring their performance and customers' feedback to achieve all-rounded improvement on both customer relationship management and company development.

## Features and benefits



Convert social dialogues into useful insights



Identify any potential risk and damage to the brands



Comprehend the voice of customer and interactions



Deploy on premise or world-class cloud platform - Infinitum™

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.