

Automated Social Media Analytics for a Global CPG Firm

Summary

The client is one of the leading US CPG companies specializing in personal care. The company has several leading products in the personal care category across US, UK and other leading markets.

Challenge

Social media is fast becoming a powerful means to give and resonate customer feedback. This has become a double-edged sword as any bad news spreads like wildfire and can cause an immediate effect on brand image and sales of the products. Off late, one of their flagship skincare product was facing backlash in social media due to an ongoing investigation due to the side effects it was causing. Many users were reporting skin rashes on prolonged exposure to sunlight. The negative customer feedback on social media was fast impacting the sales of the product. The sales had dipped by 2% since the news started spreading. It was also affecting the brand image as the product was perceived to be unsafe to use. Understanding and controlling the negative word of mouth was critical to restore the brand image and bring back the sales to normal levels.

Solution

This solution was built on mAdvisor, an AI & Cognitive Computing Platform from Marlabs. mAdvisor automated the entire process of data analysis and machine learning using cognitive approaches like Machine Reasoning, NLP, NLG etc. The solution designed for this client was based on two Innovative Features – Automated NLP Analysis and Automated Machine Learning. The Solution aims to

The solution contains the following modules

- Admin & Security Console
- Web Crawling
- NLP & Information Extraction

“ Automating the entire Social Media Analytics pipeline using mAdvisor helped us turnaround a dire situation quickly, restoring brand image and sales to normal levels within a matter of weeks. The team was highly cooperative in understanding our unique pain points and come out with a holistic solution in time. ”

- Client COO

- Data Management & Transformation
- Influencer Modeling
- Automated Visualization & Narratives Engine
- Presentation Layer

Results

The solution developed using Marlabs' patent pending mAdvisor technology, was deployed in a private cloud instance of the company and the stakeholders use the solution to understand the customer sentiment, analyses product reviews across sites, identify and target the key influencers. Within 6 weeks of implementing the mAdvisor Solution, sales which had dipped by 2% was restored to normal levels. The overall sentiment score for the brand increased by over 75% from 0.40 to 0.72. Also, the time taken to identify and resolve a critical issue was reduced from 2 weeks to less than an hour. The solution also had a long-term impact on the brand with the following qualitative benefits.

- Enhanced brand reputation
- Enhanced customer satisfaction
- Increased product awareness and usage
- Informed and targeted marketing campaigns

About mAdvisor

mAdvisor is a patent pending AI & Cognitive Computing platform, which helps enterprises to translate data into meaningful insights and narratives without any manual intervention. Now enterprises can reduce the analytics timelines from weeks to minutes using mAdvisor.

mAdvisor employs cognitive technologies like machine learning, machine reasoning, deep learning, natural language generation, natural language processing and expert rules systems, thereby enabling enterprises to identify revenue streams, enhance customer experience and productivity.

About Marlabs

Marlabs helps companies adopt digital transformation using Digital360 - a comprehensive digital framework comprising of Digital Product Engineering, Digital Automation, Enterprise Analytics, Cloud, Digital Security and User Experience; delivering a next-generation Digital Customer Experience.

Marlabs' digital life-cycle model delivers rapid innovation using prototyping, co-creation, concept-to-completion and rapid deployment.

Marlabs' innovation labs, "marlabs.next" incubates cutting-edge technologies like Intent-Intelligence, IoT, IoP, Blockchain and Hyper-Personalization.

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