

Truly

Social



Trust



Insightful

Globalization created a borderless world, while digitalization heralded a connected world – Nowadays people are connecting globally by leveraging social applications to share their ideas, perceptions, sentiment, and ubiquitous intelligence information using social media.

Today's global marketplace has become more complex and competitive than before. In addition, brand influence, consumer perception dynamics and achieving top-line growth objectives while enhancing the operational excellence are urging the organizations to become customer-receptive through constant engagement in understanding customers' explicit requirements, perception index, purchasing factors, brand sentiments and much more.

Accordingly, organizations need to sieve through unprecedented & burgeoning data volumes to discover the essence of meaningful conversations relating to their brand on social community. Leveraging the right mix of individuals, conversations, and buzz around social channels poised to generate trove of insights that empower brands to be cognizant of historical trend patterns, informed decision making, and future upshots. Also, in recent years, majority of the organizations have demonstrated more willingness to adopt social media strategies, not only in fueling its marketing plans, but integrating across entire gamut of its operations to boost tangible business goals.

To unleash the greater prowess of social, at Habiliss, we provide a robust offering by integrating people, process and technology - **DYNAMIC PROFILING™ - Social Listening & Intelligence Module** - offering end-to-end solution coverage for social listening and monitoring services.

CORE OFFERINGS

Habiliss' Dynamic Profiling provides a complete suite of consulting, listening and reporting services and act as a client's social partner fostering strategic growth of its social business. These offerings include:

BRAND INTELLIGENCE

KEY HIGHLIGHTS:

- └ Themes & Trend Patterns
- └ Brand Perception Index
- └ Competitive Benchmarking
- └ Brand Sentiment Analysis
- └ Brand Reputation Insights
- └ Key Social Metrics
- └ Key Influencers
- └ Engagement Stats, and
- └ Demographic Intelligence
- └ Actionable Recommendations Map – Integrating Social with Market Intelligence

LISTENING TYPES :

Historical Listening – To examine and understand the historical trends.

Real-time Listening – To listen, analyze & report social conversations dynamically.

FREQUENCY:

Daily, Weekly and/or Monthly reports that capture social media conversations and provide actionable recommendations.

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics and web-based reporting. Our solutions are comprehensive, flexible, and scalable.

INDUSTRY-SPECIFIC INSIGHTS LANDSCAPE

KEY HIGHLIGHTS:

- └ Themes & Trend Patterns
- └ Market Dynamics Mapping
- └ Competitive Landscape (Top XX Brands)
- └ Industry Sentiment Analysis
- └ Industry Social Scorecard
- └ Influencer Insights and Segmentation
- └ Key Social Metrics
- └ Engagement Stats, and
- └ Demographic Intelligence
- └ Actionable Recommendations Map – Integrating Social with Market Intelligence

LISTENING TYPES :

Historical Listening – To examine and understand the historical trends.

Real-time Listening – To listen, analyze & report social conversations dynamically.

FREQUENCY:

Comprehensive report that capture industry-wide social mentions and provide unblemished actionable recommendations map.

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics and web-based reporting. Our solutions are comprehensive, flexible, and scalable.

INFLUENCER PROFILING MANAGEMENT

KEY HIGHLIGHTS:

- └ Individual Profile/Influencer – Overview (Personal background, Professional summary & Interests)
- └ Social Activity
- └ Online Reputation Management
- └ Key Social Metrics
- └ Engagement Metrics Snapshot
- └ Demographic Intelligence
- └ Digital Influence

LISTENING TYPES :

Historical Listening

Real-time Listening

FREQUENCY:

One-time report and 24x7 monitoring with periodical updates (Custom Package)

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics. Our solutions are comprehensive, flexible, and scalable.

CAMPAIGN MANAGEMENT

KEY HIGHLIGHTS:

- └ Themes & Trend Patterns - Campaign
- └ Topic Sentiment Analysis
- └ Influencer Insights and Segmentation
- └ Audience Insights - Background
- └ Key Social Metrics
- └ Engagement Stats, and
- └ Demographic Intelligence
- └ Campaign Effectiveness Chart
- └ Actionable Recommendations

LISTENING TYPES :

Historical Listening – To examine and understand the historical trends.

Real-time Listening – To listen, analyze & report social conversations dynamically.

FREQUENCY:

Event-driven reporting

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics and web-based reporting. Our solutions are comprehensive, flexible, and scalable.

DISASTER & CRISIS MANAGEMENT

KEY HIGHLIGHTS:

- ⊥ Viral Topics to Customer Service Crisis to Stock Market Plunge
- ⊥ Emerging to Disruptive Trends

LISTENING TYPES :

Historical Listening – To examine and understand the historical trends.

Real-time Listening – To listen, analyze & report social conversations dynamically.

FREQUENCY:

One-time report and 24x7 monitoring with periodical updates (custom package)

REPORT OUTPUT:

Our deliverables are packaged in various formats tailored to suit client requirements. From a basic MS office/PDF document to Infographics. Our solutions are comprehensive, flexible, and scalable.

BENEFITS OF SOCIAL LISTENING

- ... Gain a deeper understanding of the market ecosystem, Customer needs, and Competitor dynamics.
- ... A deep-dive measurement framework enabling a 360 degree perspective of the social and market intelligence
- ... Ability to monitor and measure events/campaign effectiveness in real-time.
- ... Ensuring high level of customer satisfaction during viral and crisis management.
- ... Ability to provide a deeper understanding into the product development lifecycle from ideation to waning phase.
- ... Showcase and track nuances about Brands, Products/Services through social expressions.
- ... Identify, connect & collaborate with key stakeholders, industry experts, key opinion influencers to enhance the brand reputation.

APPLICATION FOCUS

Our solutions demonstrates application-centric capabilities that empower diverse stakeholders



TALENT MANAGEMENT

Screening & hiring the talent pool through social community engagement.



SALES & MARKETING

- Fostering business relationships, building trust with potential business networks, and enabling pitch roadmap for sales & marketing executives.
- Identifying new avenues of growth opportunities & market prospects, thereby helping clients to optimize the marketing expenditure.
- Enabling successful marketing events & campaigns by capturing the precise market dynamics.



BRANDING

Enabling an agile brand reputation management by understanding the customers' needs, perception, and tonality.



RESEARCH & DEVELOPMENT

Facilitating cycles of product development and launch by effectively capturing the market needs & demands.



SUPPLY CHAIN MANAGEMENT

Ensuring streamlined supply chain by listening to customer responses.



CUSTOMER SERVICE

- Proactively addressing customer service issues through appropriate channel listening & engagement.
- Effectively handling PR tracking, requests & crisis management.

Why Habiliss?

- ≡ **Seamlessly integrated social media listening and intelligence service offerings in real-time. Also providing dynamic & proactive updates through continuous monitoring.**
- ≡ **Unparalleled access to research databases, social media sites, online communities, blogs and other media-sharing websites. Also dedicated internal database housing trove of information.**
- ≡ **Covers thought leaders from traditional media along with social media influencers for widespread brand advocacy programs.**
- ≡ **Faster response times towards inquiries, complaints, and other crisis management services as a result of comprehensive, readily deployable framework to initiate real-time monitoring.**

What Makes us Unique –

The Power to blend market & social intelligence

Enhanced capabilities to integrate market intelligence insights and social media data to provide prolific insights and holistic market perspective for accelerated & informed decision making and to stay ahead in the competitive marketplace.

For More Information,

Contact: info@springbord.com

Visit: www.springbord.com