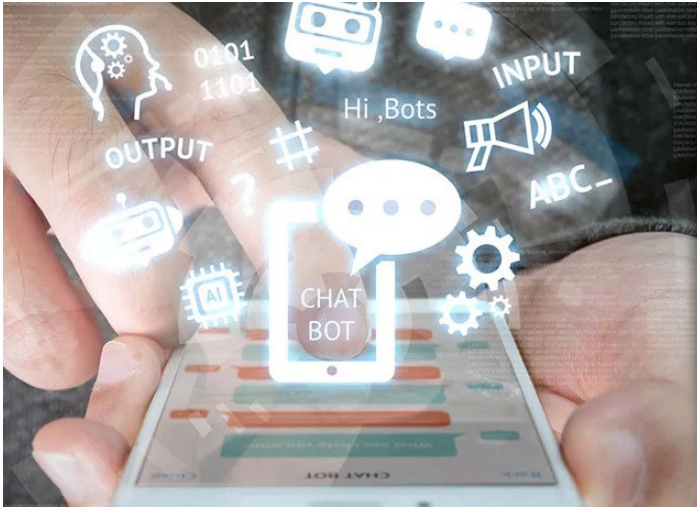# Customer Success Story

Retail

A Multinational Consumer Brand leverages Social Media and Sentiment Analysis to boost Customer Service and Marketing Impact

Value Delivered

70% — Improvement in brand sentiment because of sentiment analysis that actively listened "socially"

60% — Improved Marketing Offer Response Rates

40% — Reduction in Customer Acquisition costs due to proactive responses on social media channels

Challenge

Our client faced challenges with delayed responses to client interest from social marketing offers. They also sought an automated customer support system for handling user responses on social media.

How We Helped

- Introduced an automated solution transforming the management of customer interactions on social media.

- Integrated with sales, marketing, and customer service teams, executing workflows based on an interaction nature.

- A key feature included sentiment analysis, classifying tweets as normal, sarcastic, funny, or frustrated, enabling contextual responses.

- The solution ensured timely and contextually relevant engagement.

EIQ Features Used

- Data Flows
- Process Flows
- Multi-channel Apps
- Enterprise Connectors
- ML Flows
- GenAI

EIQ Platform Overview

End-to-End Intelligent Business Automation Platform

Process Flows

Automate enterprise workflows and create seamless customer and user journeys quickly.

Data Flows

Handle structured and unstructured data with an easy drag-and-drop functionality.

Event Flows

Process and analyse events in real time to predict real-time threats and identify opportunities.

ML Flows

Embed intelligence in the handling of process and data attributes using dynamic ML models.

Decision Automation

Simplify complex decision logic to make accurate decisions in changing business environments.

Enterprise Connectors

Integrate with business-critical systems quickly using pre-built and custom connectors.

Analytics and Reporting

Derive actionable insights for your business with robust analytics and present data in rich reports.

GenAI

Automate integrated text generation within process, data, or event flows using GenAI

Business Rules

Define and update business rules quickly with audit trails to identify and track changes.

Multi-channel Apps

Create dynamic web and mobile applications with new or pre-built templates that can work online or offline.

RPA

Leverage the power of non-intrusive, unified RPA

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