

CASE STUDY

Quantzig's Social Listening Engagement Helps a Renowned Personal Grooming Products Retailer Build Better Products Based on the Market Expectations



The client: A prominent personal grooming products retailer

Area of engagement: Social listening

The global market for personal grooming products, is extremely diversified and can be bifurcated into two segments, namely personal care products and personal care appliances. In the last few years, personal grooming products have become popular across economies owing to the penetration of new and innovative appliances in the market. Such products comprise of trimmers, electric toothbrushes, massagers, hair setters, curlers, and many such personal care devices.

The **personal grooming** products market, which is a part of the CPG industry, is expected to witness substantial growth over the coming years owing to the rise in disposable income of end-users; thereby, enabling them to spend more on personal grooming products. Moreover, while the personal care products segment for women is a prominent category, the introduction of an array of men's products for grooming has further bolstered the growth of the CPG industry. The market is also gaining huge benefits through their promotional offers, marketing campaigns, advertising, social listening, and media penetration. Also, facets such as rapid urbanization, the rise in consumer spending power, and the growing popularity of international brands will increase the demand for such products in the near future.

The following are some of the significant data-driven challenges faced by organizations in the personal grooming products sector:

- Gaining the proficiency to use data:** Firms operating in the CPG industry often assimilate data from various external sources, this inherently gives rise to the issue around **data contextualization**. However, having more data doesn't necessarily help in gaining actionable insights, and even the best analytics tools often fail to identify the actual business objectives.
- Deriving actionable insights from the gathered data:** The rapidly occurring technological innovations have created much trouble for these organizations, especially those who have not been able to keep pace with these advancements. Moreover, to top the already existing sales, promotional, supply-chain, and finance data; social media is a new entrant to add to the woes. And what becomes critical for such organizations now is how to manage, streamline, sort, filter, and make sense of the data in real-time.

As the personal grooming products retailers expand their foothold in developing markets, they unlock new opportunities, and this unfolds several challenges in capturing **critical downstream data** in the distribution channels.

The Business Challenge

The client, a leading personal grooming products retailer, approached our team of experts to help them devise effective social media monitoring strategies. They also wanted to leverage social listening to extract key insights from social conversations and apply it to bring changes in their overall strategy. The client was also looking at analyzing the context and trends revolving around social media platforms through a comprehensive social listening engagement. Additionally, they wanted to gain valuable insights to implement better strategies to address and serve their target audience.



The Solution and the Business Impact

Our solutions helped the client in leveraging their social listening skills to understand the demands of their consumers. It also assisted them in measuring the impact of negative and positive sentiments on their brand's popularity, particularly on social media.

Also, it enabled the client to connect with leads while strengthening ties with customers using the same social media channels. Moreover, the client was able to track what is being said about their brand on the social platforms by taking quick remedial actions to change the end-users' perceptions. Also, it helped them to build better products based on the market expectations that led to successful business growth.

Social Listening Solution Predictive Insights

Quantzig's **social listening engagement** helped the client in gaining a deeper understanding of the strategies of their competitors as well as their reception rates by the end-users. A detailed understanding of such failures and successes further helped them in assessing their market position and launch new services and products.

Our solutions are defined based on several fine-grained tasks, clear objectives, and success factors that enable firms to improve their social listening skills. Moreover, social media listening is a powerful tool that offers real-time data and information regarding a company's performance on social channels. This information is a direct feedback from the grass-root level, which if well-organized and interpreted, can improve your overall business efficiency.