

11% Increase in Customer Retention for a Retailer

BUSINESS GOALS

The client is world's largest music instrument retailer with over 250 stores across the U.S. They wanted a solution to overcome the following challenges:

- Opportunity to utilize direct customer opinion from social media platforms
- Opportunity to connect with customers in spreading brand awareness



BUSINESS BENEFITS

11% increase in customer retention

Enhanced visibility to customer perception of company's brands and products

SOLUTION

- Customer profiling for demographic, geographic, and product-specific parameters to capture customer voice from social media
- Sentiment analysis from social media mentions to find product affinity and customer preferences
- Actionable insights from sentiment analytics for marketing and operational decisions

About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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