

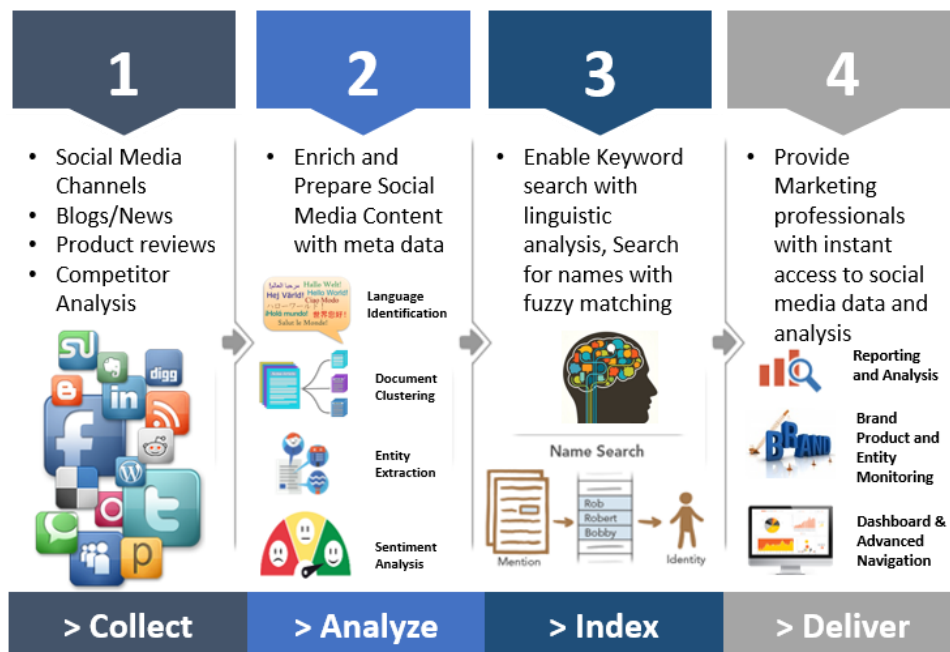
Customer Experience - SMR

Customer experience is all ab't enhancing the experience of the customer by loyalty management analytics, Insight driven interactions, Cross selling & location based marketing, Claim Analytics. In addition to these, the intellectual property of JKT is **SMR** it will help organizations to acquire, analyze and present data quickly and affordably from a variety of social media sources in order to evolve with changing market environments. This solution will help jump-start their exploration and implementation of social media use cases and analyzing voice of customer to accelerate dramatically time to value at a reduced cost.

How JKT Helps Our Customer in the Digital Transformation Journey

*Client is an American **manufacturing** company which produces and distributes interior and exterior doors. They operate across the whole globe with more than 26 brands. The organization had enormous social media data coming in and no means to interpret it, business was unable to understand*

- the voice & behavior pattern of their customers
 - how the organizations social media initiatives are being consumed by the consumers
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- their overall Social media presence
 - Customer engagement,
 - Promotion and advertisements & Marketing



Using SMR the client was able to Gain insights and Track sentiment trends, by understanding the Voice of the Customers – reliability, after sales support

