

AI & DATA CONSULTING

Customer Discovery

HOW CAN TELEFÓNICA TECH HELP?

Customer Discovery allows you to define and implement the best social listening strategy to understand consumers and trends firsthand.

Although it is essential for most organizations to put the consumer and users at the center, not all of them have the necessary tools to listen to them, put themselves in their place and tune in directly to their behaviors and opinions.

Social listening is the perfect tool to integrate a new source of information with valuable and high-quality content for the organization.

Telefónica Tech helps you bring this process one step further. We support you from the beginning, identifying the best listening platform on the market and defining the most appropriate use cases.

We will then configure the listening tool in an optimal way, according to the defined needs, and translate the results into **insights** and activation levers aligned with your business objectives.

WHO IS THIS SERVICE FOR?



Mid-sized organizations that require a partner to access valuable information, while **reducing costs associated with staffing and technology purchases.**



Large organizations with capabilities in communication, digital marketing and business **intelligence**, looking to outsource the **workload and training required to perform appropriate online monitoring and listening**, allowing their teams to focus on strategic activities of value.



Companies wishing to **develop their internal social listening capabilities in the long term**, choosing to grow and learn from a trusted partner.

OUR VALUE PROPOSITION

Our service

The service has modules and a flexible contracting model (one shot, recurring or continuous) to adapt to your needs, even allowing the parallelization of several use cases in the same project to obtain the best strategy.

The analysis, led by a team of consultants, is carried out using cloud-based software that allows the tracking and

processing of public and open data in real time, based on a series of keywords. The extracted data can be cross-referenced and analyzed in an integrated way with other external or internal client sources (customer care, surveys, **NPS**, etc.).

What does it allow you to do?

- › **Analysis of major industry trends:** new consumer needs, user priorities, consumption patterns, and behavior.
- › **Reputational analysis** of a brand, organization or concept and its positioning vis-à-vis the competition.
- › **Analysis of communities** around a concept/brand: characterization, detection of new niches, identification of key opinion leaders and micro-influencers.
- › **Analysis of the impact** and opinions of users on communication and marketing campaigns.
- › **Identification of touch points** in the buying process, understanding users' motivations and sentiment.

Benefits

Rapid response to market changes and competitor actions

Identification of new players in the conversation, new trends, and opportunities. Ability to anticipate potential reputational crises.

Improved campaign effectiveness

Optimization of communication with the audience, thanks to the appropriate selection of content, channels and communication moments.

Improved customer experience

Optimization of customer service, improving the agility and efficiency of the response. Reduction of negative reviews and risk reduction in the launching of new products/services or in the innovation of current ones.

Telefónica Tech's differential value



We support you in your data strategy, integrating a new and valuable source of user-centric information.



We go beyond a simple compendium of unqualified data and graphs, which do not provide all the expected value..



We prioritize the extraction of actionable conclusions aligned with your business objectives.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **400 professionals** dedicated to AI for enterprise and Public Administration clients.
- › **10 specialized** centers across **Spain** (Madrid, Barcelona, Valencia, Valladolid), **the United Kingdom** (London), **Central Europe** (Slovenia and Austria), **Brazil** (Sao Paulo), and the **Hispan** region (Santiago, Chile, and Mexico City).
- › **150+ certifications** held by our Artificial Intelligence experts.

Achievements

- › **1,000+ projects** executed.
- › **200+ clients** served.
- › Projects delivered in **25+ countries**.

BUSINESS MODEL

It is a **complete turnkey service**, which includes the software license necessary to access and process social data, as well as the agreed reports with the main qualitative and quantitative indicators, along with the business conclusions drawn from the analysis.

Get your data strategy to take a leap in quality, incorporating the voice of consumers and users in your decision making.

RELATED SERVICES

Mobility Insights

It provides a detailed analysis of customers' travel and mobility patterns in key areas. This allows companies to adjust not only their marketing campaigns, but also the location of their points of sale or services, optimizing the commercial offer based on people flows.



AI & Data Academy

It provides specific training to sales and marketing teams on how to leverage the insights generated and adapt them in real time to commercial strategies. This ensures that the knowledge obtained is translated into effective actions within the organization.



Dynamics 365

This CRM solution centralizes all customer information and automates their lifecycle, from customer acquisition to customer loyalty. It also allows integration with AI tools and data analysis to improve the personalization of interactions.



Contact us to start the digital transformation of your organization.

