

Customer Discovery



The Social Listening solution that will give you real-time access to your customers' opinions and perceptions on social media to help you make better business decisions.

Answer your business questions using real evidence, segment users and address your challenges with Customer Discovery.

- Access real-time social media conversations about a concept/brand/organism.
- Extract quantitative and qualitative indicators on the impact and reach of your social media campaigns.
- Measure the impact and perception of your marketing campaigns.
- Obtain a reputational, positioning and benchmarking analysis.
- Get a detailed analysis of communities: characterisation, new niches, micro-influencers and KOL.
- Identify touchpoints that influence the buying process.



Thanks to Customer Discovery you will...

Respond quickly to **market changes** and the actions of your competitors.

Identify **new players** in the sector.

Anticipate potential reputational crises.

Improve the **effectiveness of campaigns**.

Optimise **communication with the audience** by publishing content, channels and moments at the most appropriate times.

Improve the **consumer experience** and reduce the number of negative reviews.

Optimise customer service.

Reduce risks in product/service innovations and launches.

Why Telefónica Tech?

We have a leading solution, thanks to which companies in sectors such as **Retail, FMCG, Public Administrations, Transport, Banking, Insurance and Utilities**, among others, will be able to answer their questions by integrating the voice of the consumer in real time into their actions. Our customers are able to **dynamically adapt their value proposition to what their customers really demand**.



Discover how **Customer Discovery** takes **active listening** one step further by translating results into **actionable insights** aligned with business needs and objectives.

