



SIGNALS FROM NOISE

An AI-powered social listening partner you need to generate actionable business insights from customer conversations.

Unlock the Power of Empathetic Customer Engagement: Observe Your Customers' Digital Engagements and Understand Their Needs Like Never Before!

We offer comprehensive feedback collection available in the public by extending our listening capabilities to all the critical touchpoints with your customers. Move beyond conventional surveys and gain a complete understanding of your customers' sentiment. Although some may label it as sound business practice, we prefer to term it as empathetic engagement.

- » Pinpoint customer experience challenges and boost quicker intervention
- » Identify customers at risk and enhance your online reputation
- » Gauge your online presence
- » Gain a competitive edge with valuable sentiment trends and competitor comparisons

About SocioMentis

SocioMentis is a sentiment derived predictive analytics platform for social listening, empowering businesses to optimize their customer interactions on multiple channels like social media, forums, and review sites. With advanced technology, businesses can gather and analyze customer feedback, recognize areas of improvement and customer pain points, and monitor the effectiveness of their CX initiatives. By offering businesses a deep insight into their customers' preferences and requirements, we contribute to enhancing customer satisfaction, loyalty, and ultimately driving business growth.

Key Benefits

Capture relevant signals from noise at any touchpoint along your customer journey

Personalized view of interactions and experiences, and derive customer loyalty

Aids in proactive addressing of customer concerns

Stay ahead of the curve by gleaning valuable insights of the competitive landscape

Actionable insights to improve operational efficiency that drives better business performance

Social Listening Tools

- » SocioMentis empowers businesses to process relevant daily conversations over various popular social media channels and converts unstructured data into valuable insights that can drive business growth and enhance your customer experiences.
- » SocioMentis facilitates consolidation from diverse data sources, converting voice-of-the-customer into practical actionable insights, fueling innovation and propelling growth.
- » You may identify influential audiences and capitalize on key market trends.
- » Through strategic keyword listening, our platform can help you identify relevant discussions that your customers are having, at the domain and product category level. This enables you to monitor your competitors' strategies more effectively.

Manage Online Reputation and Enhance Online Presence

- » Our platform equips managers with the essential tools required to gauge reputation by comparing media presence. Through personalized social dashboards and analytics, the pertinent insights are made accessible to the appropriate individuals within your organization.
- » Our platform enables brands to swiftly act on customer feedback, leverage conversations related to their brand or products, and enhance customer conversions with the help of ratings and reviews.
- » You can keep a constant watch on your brand's online presence, provide alerts for addressing anomalous events occurring across various digital channels.

Competitive Insights and Benchmarking

- » SocioMentis provides businesses with automated competitive intelligence, enabling them to rapidly gain insights into the strategies utilized by global competitors across eight different social channels.
- » Our platform enables you to benchmark your social media performance against your competitors or other top-performing brands.
- » By drawing on years of historical insights, our platform can help you identify opportunities and strategies that will keep you one step ahead of your competitors.

Customer Advocacy and Brand Stickiness

- » By using our platform, individuals who have the most knowledge about your products and services can be transformed into your brand's most influential ambassadors on social media.
- » By fostering relationships with contented customers and encouraging them to share their positive experiences, businesses can create a network of advocates on social media who can promote brand awareness and expansion.
- » Tailor your products and services by offering customizations, add-ons, and features that align with the needs and wants of your customers.

Features	SocioMentis	Talkwalker	Emplifi	Black Swan Data	ScryAi
Social Listening	✓	✓	✓	✓	✓
Trend Analysis	✓	✓	✓	✓	✓
Sentiment Analysis (Polarity Based)	✓	✓	✓	✓	✓
Brand Perception Analysis	✓	✓	✓	✓	✓
Organization & Product Level Comparison	✓	✓	✓	✓	✓
Geospatial & Language Level Comparison	✓	✓	✓	✓	
Predictions and Prescriptions (Industry-agnostic)	✓			Only in Retail	Only in Manufacturing
Likert Scaling & Net Promoter Scoring	✓				
Multi Aspect Modeling	✓				
Competitor Analysis + Industry Factors Analysis	✓				
Aspect-based Competitive Perceptual Mapping	✓				

Easy Adoption

Ease of use: The platform is designed to be user-friendly and intuitive, making it easy for businesses to adopt and navigate.

Flexibility: The platform is highly flexible and can be customized to fit the specific needs of different businesses, making it easier for them to adopt and integrate it into their existing workflows.

Comprehensive support: We offer extensive support to businesses during the adoption process, including training, implementation, and ongoing support, which helps ensure a smooth transition to the platform.

Scalability: Our platform is scalable, meaning that it can grow with the business and accommodate changes in the future, making it a long-term solution.



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