



CUSTOMER EXPECTATIONS

All-in-One Detection, Monitoring, and Prediction

THE CUSTOMER EXPECTATION CHALLENGE

Expectations are Rapidly Changing

Technological innovations, social changes and events like COVID-19 are changing customers' behaviors and desires at a rapid pace. In the post-pandemic period, 43% of consumers will spend less time in physical stores, long term (Forrester, 2020).

Customers Demand Responsiveness

79% of consumers expect companies to understand their needs and expectations (Salesforce, 2020). Especially when switching costs are low, customers do not hesitate to change providers.

Preferences Increasingly Expressed on Social Media

In 2020, nearly 4 billion people use social media to interact and exchange ideas. Hundreds of millions of active monthly users on forums and social media are creating a wealth of insight into changing preferences.

Traditional Methods Miss Key Signals

Current social media listening focuses on the volume of the conversation but not a sophisticated detection of customers' emerging needs and expectations. Traditional methods lack the ability to sift through the noise to identify key emerging trends.

PROTAGONIST'S SOLUTION



The Protagonist Difference

Protagonist Narrative Analytics is specifically designed to surface the most important ideas people are expressing in large, complex data sets. Our combination of human expertise, machine learning, and predictive modeling enables organizations to find the actionable signals in the noise.

The Value of Narrative Analytics

Unlike other solutions that filter out low-signal "noise," we **detect** all of the narrative-rich expressions about your industry space, even if they are just emerging. We then **evaluate** topics on multiple variables to help you determine what's important. Finally, we **predict** which topics are most likely to take hold, enabling you to act before the competition and lead markets.

CAPTURE TRENDS BEFORE THEY HAPPEN