PROTAGONIST

aws

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

76% 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.
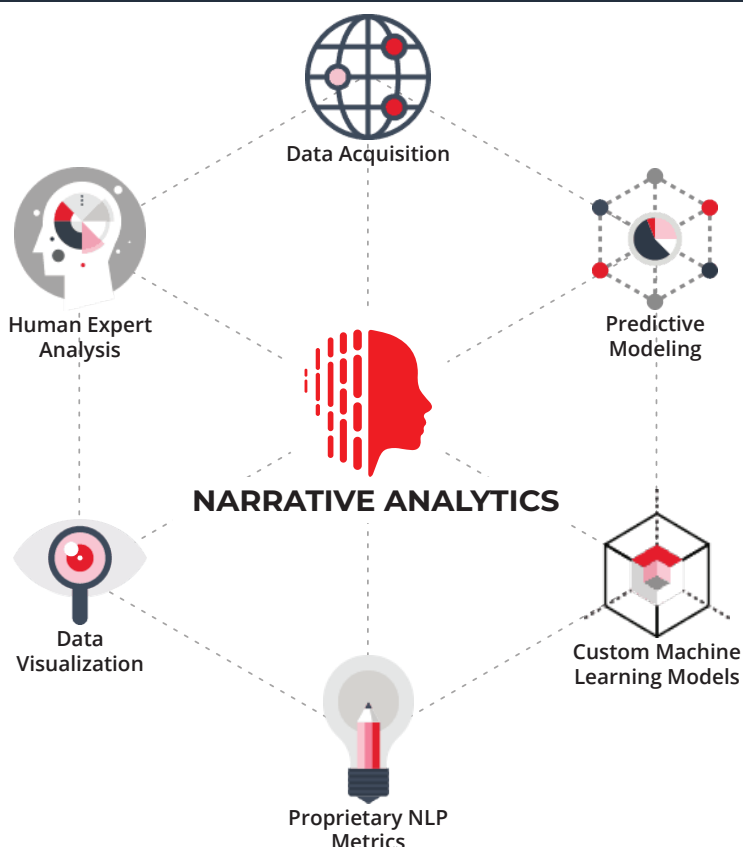
Preferences Increasingly Expressed on Social Media

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

Data Acquisition

Human Expert Analysis

Predictive Modeling

NARRATIVE ANALYTICS

Data Visualization

Custom Machine Learning Models

Proprietary NLP Metrics

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 issues are most likely to take hold, enabling you to act before the competition and lead markets.
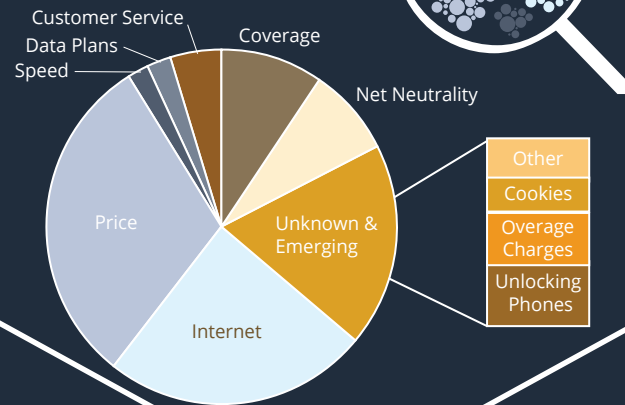
CAPTURE TRENDS BEFORE THEY HAPPEN

CUSTOMER EXPECTATIONS SOLUTION

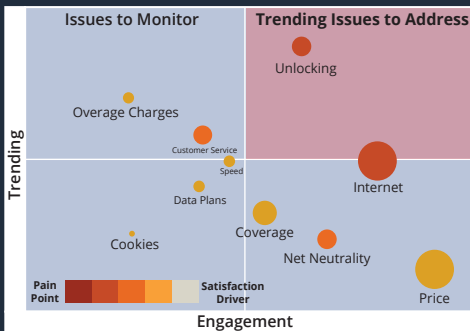## Case Study: Leading Telecom Detects Emerging Customer Expectations

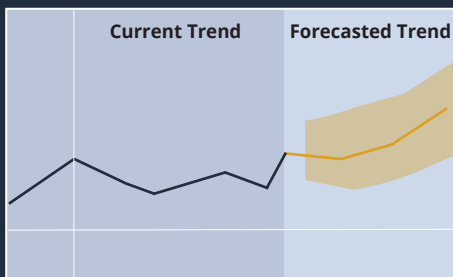### DETECTION

Issues in Consumer Conversation about Mobile

EVALUATION

Monthly Dashboard: Evaluating Customer Expectations

PREDICTION

Multivariate Models to Forecast Which Topics Will Go Mainstream

The Challenge

In early 2015, phone companies were aware of major issues like Coverage and Price, but they were having a hard time surfacing emerging issues and determining which would be important. They needed an early warning system to capture and act on changing customers needs.

The Solution

Step 1: Detection

Using its unique Narrative Analytics capabilities, Protagonist acquired millions of customer expressions about mobile preferences and used machine learning to quantify the prominence of known needs like better Coverage and emerging issues like Unlocking Phones.

Step 2: Evaluation

Protagonist's Machine Learning-driven Dashboard on AWS revealed which emerging expectations were likely to go mainstream based on proprietary metrics such as:

Prominence: How often consumers express the need
Trending Growth: How fast prominence is growing
Engagement: How often expressions are shared, commented on, and liked
Intensity of Sentiment: How strongly consumers feel about the issue

These metrics identified Unlocking Phones as a key issue to watch.

Step 3: Prediction

Protagonist compiled all of this information into an Interactive Dashboard with predictive models and projected that Unlocking Phones would soon become more prominent.

The Results

As predicted, Unlocking Phones soon went mainstream, enabling the providers who acted early to lead the space and capture market share.

Recognize trends before they become trends by finding valuable signals in the "noise"

Assess risks and opportunities early using big data, machine learning and narrative experts

Act before your competitors, lead industry spaces and capture market share

---

PROTAGONIST

To learn more contact us at info@protagonist.io or reach out to your AWS account manager

www.protagonist.io
San Francisco, CA | Washington DC

aws