At a Glance

Predicting profitable investments isn’t easy – consumer preferences can change rapidly, causing once great stock to suddenly bottom out. Credit Suisse wanted a better way to forecast the success of apparel and luxury brands for their clients, to avoid these sudden downturns. Using NetBase they tuned to social conversations and digital insights to understand what consumers would buy and recommend, resulting in highly accurate predictions of stock changes and increased value for investors.

Challenge: Accurately Advising On Market Changes for Investors

No financial advisor wants to be wrong when recommending investments to clients. Unfortunately, the Finance and Banking sector has inadequate models for predicting when and how consumers’ brand preferences will change – and those changes can be costly.

Credit Suisse wanted a better way to determine which apparel and luxury brands would succeed, so they could give better advice to their investment clients. Methods like focus groups, small sample surveys, store checks, and gut instinct weren’t nearly accurate enough to be relied on – so Credit Suisse turned to NetBase to put social media and digital insights to work as a crystal ball into consumer experiences and preferences.

Solution: Customer Experience Monitoring Offers Reliable Insights of Key Consumer Segments for Confident Decision-Making

To understand preferences of Millennial and other consumer segments, Credit Suisse used NetBase’s superior customer experience analytics platform to analyze consumer conversations, reviews, and sentiment across more than 200 million web pages. This exercise helped them recognize healthy brands worth recommending – i.e., the ones with a robust and rising volume of conversation and positive sentiment.

RESULTS:

- Real-time understanding of customer experience and preferences
- Accurate prediction of stock performance
- Instant analysis of 200M+ internet pages

“More people talking about brands positively is what you need to identify. And tools like NetBase finally give us the way to do that with reliable, scalable, and statistically relevant data.”

— Christian Buss, Analyst, Credit Suisse

CUSTOMER:

Credit Suisse

SOLUTION:

NetBase social analytics platform
Specifically, they tracked 14 brands in the luxury handbag category, surfacing sentiment insights from consumer conversations and reviews using NetBase Natural Language Processing (NLP) capabilities. Real-time consumer sentiment insights enabled them to understand potential changes in preferences and buying behavior, as well as emerging trends in apparel and luxury brands. With constant access to accurate customer experience insights, Credit Suisse advisors felt confident making stock recommendations to their investors.

**Results: Accurate Insights Ignite Customer Trust to Grow Your Business**

Credit Suisse found that with NetBase’s precise insights they could accurately predict stock changes up to 6 months out – allowing them to keep their investor clients informed, and their money safe from unexpected dips. The gained foresight increased the value of their service to Credit Suisse customers.

**The NetBase Solution**

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfaced sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

**NETBASE BENEFITS:**

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

**NetBase Clients Include:**

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ogilvy
- Taco Bell

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