TRANSFORM CUSTOMER DATA INTO ACTION TO FUEL EVERY ASPECT OF YOUR BUSINESS

CUSTOMER EXPERIENCE IS THE REAL BRAND DIFFERENTIATOR

Fully understanding your customers and your customer journey is a key differentiator for businesses in an increasingly competitive marketplace. Businesses that can bring all of their sources of customer engagement and insights into a single aggregated view will enable their entire enterprise to have a single voice of their customer. This unified view will serve to support every aspect of their business in driving more revenue from new product introductions, reducing the cost of customer care, and ensuring that brand health and customer loyalties remain strong.

But, for most businesses aggregating all of their customer data into a single view from all the different sources along the customer journey is extremely challenging. One of the biggest reasons is that 90% or more of customer experience data is unstructured and the quantity of it is growing extremely rapidly. As a result, the data stays in silos and different combinations of the data silos are used by different parts of the business to

A SINGLE UNIFIED VIEW OF YOUR CUSTOMER
Obtain an aggregated view of your customer experience data to pull in all unstructured data from every possible source to fuel your business and enable your entire company to act as one.

ACCUратE AND CLEAR INSIGHTS FROM EVERY SOURCE
Get the most accurate understanding of customer data through patented natural language processing across the widest number of topics and languages from every source of data to derive the most powerful and deepest insights.

ACT AS ONE AND WITH CONFIDENCE
Enable your entire company as well as every organization to make accurate and timely business decisions including on new campaigns, product launches, customer care initiatives with full knowledge of the customer experience.

GET STARTED TODAY
NetBase is easy to set-up and configure as a result of its dynamic architecture and cloud based deployment model so that you can begin visualizing and analyzing insights into your customer before you know it.
drive important business decisions. Forrester research confirms that only 36% of customer data is fully leveraged by companies.

**GAIN A COMPLETE VIEW OF YOUR CUSTOMER – DRIVE THE BUSINESS**

Our industry leading solution is able to seamlessly centralize all of your unstructured data across virtually any source including – social media, digital, surveys, CRM, and customer care – and apply analytics and derive intelligence that enable you to obtain a complete understanding of your customer. This unified customer experience data will fuel every aspect of your business and enable your entire company to act as one.

**UNIFIED CUSTOMER EXPERIENCE DATA**

**ANALYTICS THAT FUEL EVERY ASPECT OF A CUSTOMER EXPERIENCE DRIVEN BUSINESS**

Every stakeholder organization across your company including - Marketing, Sales, Customer Care, Operations, and Product Development – will benefit from a customer experience driven data approach and enable you to drive immediate highly measurable results across the business; for example:

- **Drive customer acquisition and retention** by knowing and acting on key levers of customer satisfaction that can lead to 20% increase in revenue.
- **Respond to crises in real-time** to manage risk and act swiftly to control the chaos, especially at a time when 28% of crises spread internationally within one hour.
HOW IT WORKS

The NetBase platform connects to every unstructured data source through a flexible and responsive architecture. It applies its patented Natural Language Processing (NLP) engine to every data point to analyze and deliver rich customer experience intelligence and deep visual insights.

KEY FEATURES

- **Omni-Source**: As the amount and sources of data increase the ability to connect to every unstructured data source is paramount.
- **Natural Language Processing**: Achieve the most accurate consumer understanding with our patented engine that reads and surfaces meaning from unstructured text.
• **Real-Time Knowledge:** Know how your brand is doing right now with live insights on trending posts, most shared images, and most engaging posts.

• **Historical Data:** “Gain the competitive edge with the ability to analyze all of your historical data on your brand, your competitors and your industry.

• **Insights and Intelligence:** Understand and visualize all your sources of data at once or look at comparisons of different data sources.

• **Integration with BI and E&P:** NetBase integrates with all of the major business systems.

**PARTNERSHIP FOR SUCCESS**

At NetBase, we partner closely with our customers to deliver successful programs. Customer success teams that will be working with you include:

- Customer Support helps with all product and related questions.
- Analysts provide training and implement use cases rooted in best practices.
- Consulting Services support your program strategy and global implementation for accelerated business performance.

**NETBASE GIVES YOU MORE**

1. **99.5% customer satisfaction & 90% of our rapid innovation is customer driven.**
2. Recognized as leader by Forrester, G2Crowd, & Trust Radius.
3. **Complete customer experience insights from all sources of unstructured data.**
4. Accurate understanding with patented Natural Language Processing across 199 languages.
5. Partnerships with Twitter, Tumblr, Domo, Spredfast, and more.
6. Global support across NA, EMEA, APAC, LATAM.

**ABOUT NETBASE**

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.