



FACT SHEET | APPLICATION SERVICES

# Elevate and Expand Your Business with Social Listening and Intelligence

Digital Marketing Services by NTT DATA

## Benefits:

- Industry-leading social media consulting and management
- 24/7 customer care services
- Various package focusing on:
  - › Client Advocacy
  - › Employee Advocacy
  - › Partner Advocacy

As the digital marketing landscape continues to evolve, it's essential that you know what people are saying about your products and services on social media – this includes your customers, employees and competitors. It's also important to consistently nurture social interactions with your customers to transform them into loyal brand advocates. This requires knowing how to tap into social platforms, knowing how to listen intelligently once you're there, and then use the information you find to drive your business forward.

## We help you tap in and listen.

As global leaders in the social space, we understand the complexities of social listening. From campaign analysis to events and product launches, NTT DATA will partner with you to set up a holistic Listening and Insights Service that taps into both social listening and social intelligence. From there, we will help you glean customer-centric data from social media platforms and gain the business insights you need to help you generate positive customer experiences, develop opportunities for stronger engagement and improve operational excellence.

We can also help you navigate the various challenges you may face in the ever-changing social landscape, from Facebook shutting down data to reporting requirements in EMEA. When you work with us, you can trust that we understand these industry variances and can help you successfully navigate them.

You may already have a similar practice in place – but is it effective? Are you able to align your KPIs with goals and business outcomes? Do the insights provided by your current firm or in-house team provide the right metrics to justify your marketing and communication efforts? If not, NTT DATA can complement your existing services with richer insights which help with your business outcomes.

### We help you by:

- Identifying and mitigating risk and stopping threats in its tracks
- Transforming competitive intelligence out of rich, unstructured social data
- Mining deep geolocation-based data
- Giving you a 360-degree customer perspective of your products and services
- Creating daily/weekly/monthly reports that capture social media conversations and insights
- Offering deeper insight and understanding of customer, competitor and industry market needs
- Providing 24/7 customer care services and crisis management

“The relationship between NTT DATA and the Red Cross has been critical in helping the Red Cross use social media to carry out its disaster response missions.”

– Suzy DeFrancis,  
Chief Public Affairs Officer,  
American Red Cross

### We also provide:

- Command Center build-outs
- Market analysis and purchase decision insights
- HCAHPS analysis
- Ad buys

### Client Success Story

As leaders in the ever-changing social space, NTT DATA is confident in our ability to help organizations transform their social strategy and get results. But don't just take our word for it.

The American Red Cross, a US-based emergency response non-profit organization, hired NTT DATA to help transform its social media strategy to expand their daily community reach and increase their response time and effectiveness in a disaster. As part of its new robust social strategy, NTT helped The American Red Cross launch a third Digital Operations Center in San Jose, California, allowing the organization to experience:

- Increased proactive social engagement and response to crisis situations
- Accelerated capacity to connect people with needed resources after disasters
- Improved identification of requirements in disaster areas

### End-to-end solutions for any stage of your organization's journey.

Offering more than 400 expert team members worldwide, our Digital Marketing practice uses a robust consulting methodology to assess your organization's digital maturity and applies that data to create your unique digital strategy roadmap, design new customer channels and enable new revenue models.

### Accelerate your digital journey with NTT DATA

At NTT DATA, we believe delivering engaging, individualized experiences that merge the physical and digital is central to building customer advocacy and a competitive advantage. We understand that enabling amazing experiences takes continuous innovation and insights. Our focus is to help you fully engage your customers, partners and employees through intelligent insights, processes and technology for profitable business growth.

Gartner names NTT DATA a Leader in its Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide for the second year in a row  
— December 2017



Visit [nttdataservices.com](https://nttdataservices.com) to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

**NTT DATA**