



Social Network Analytics Solution from KPIT



How is Your Brand Doing?

A very pertinent question for any brand. How your brand is doing in the market is a direct indicator to how your business is doing. But do you really know how your brand is doing? Especially today, when legacy methods of brand awareness have taken a backseat and social communities are driving brand recognition.

The question is how do you tap the power of these social communities and raise your brand awareness and increase your business reach.

KPITs Social Network Analytics Platform (KSNAP) can help you analyze and increase your social reach and awareness, directly fueling your brand reach and business profits.

Why Do I Need Social Network Analytics?

Social communities are increasingly influencing the consumer buying decision. With SNAP, companies can:

- Get social sentiment and reach data
- Monitor complaints and comments
- Get insights into gender and geography
- Compare with your competitors
- Increase your brand value
- Optimize marketing
- Improve customer engagement

Social Network Analytics Platform Features

Data Source



Platform Features

| | | | |
|-------------------------------|-------------------|----------------------|-----------------|
| Dashboard | Geo Analysis | Competitive Analysis | News Analysis |
| Brand Awareness | Warranty Analysis | Blogs | Review Analysis |
| Daily Status | Monthly Status | Recent Posts | Pinterest |
| Complaint & Feedback Analysis | | | |



KPIT Social Analytics Platform



- Better Customer Engagement and Satisfaction
- Improved Brand Reputation
- Detection of Opportunities and Threats
- Optimization of Marketing Campaigns
- Perform Qualitative Competitor Benchmark
- Sentiment Analysis
- Warranty Analytics

The KPIT Edge



Customized for Businesses

KSNAP is modular and can be customized according to business size, from small to large.



Analytics As A Service

Further reducing TCO for businesses, businesses can opt to use KPIT's unique Analytics As A Service feature to derive maximum benefit from KSNAP while delegating the management intricacies to us.



Multiple Data Sources

KSNAP not only uses traditional but also newer data sources as they are available. So you can be sure, that the information you are looking at is never out dated.



Completely Configurable

Pick and choose what components and features of KSNAP are ideal for you and pay for only those features.

To learn more about how KPIT's Social Network Analytics solutions can help you improve the effectiveness and efficiency of your business initiatives while delivering measurable results, contact us at digital@kpit.com.

About KPIT

KPIT (BSE:532400, NSE: KPIT) is a global technology company specializing in providing IT Consulting and Product Engineering solutions and services to Automotive, Manufacturing, Energy & Utilities and Life Sciences companies. Together with its customers and partners, it creates and delivers technologies to enable creating a cleaner, greener, more intelligent world that is sustainable and efficient. For more information, visit <http://www.kpit.com>

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Technologies for a better world