

## SNAP

### Social Network Analytics Platform



### How is Your Brand Doing?

A very pertinent question for any brand. 'How is your brand 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.

Birlasoft's Social Network Analytics Platform (SNAP) 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:

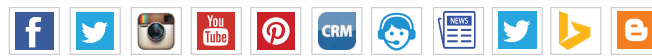
##### Data Source



##### 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			

# SNAP Benefits



## Birlasoft 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 Birlasoft Edge



### Customized for Businesses

SNAP 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 Birlasoft's unique Analytics As A Service feature to derive maximum benefit from SNAP while delegating the management intricacies to us.



### Multiple Data Sources

SNAP 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 So you can be sure, that the information you are looking at is never outdated.



### Completely configurable

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

To learn more about how Birlasoft'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@birlasoft.com](mailto:digital@birlasoft.com).



RESOURCES

[digital@birlasoft.com](mailto:digital@birlasoft.com) | [birlasoft.com](http://birlasoft.com)

## Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.