

# Turn customer opinions into competitive advantage

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COGITO<sup>®</sup> Monitor

## Tap the web for consumer insights

Monitor is a powerful new research tool that can automatically trawl millions of blogs, forums and review sites to find out what your customers are saying about you. It then converts their comments into valuable intelligence that you can act on immediately or use to plan future strategy.

### Beats traditional search tools

Traditional search tools work by finding keywords. But they can't capture the intent and meaning behind a customer's comment. Monitor's semantic technology can recognise, read and understand the opinions expressed about your company, products, services and competitors.

Monitor then analyses, classifies and graphs this customer feedback and provides real-time reports. You can view these reports in a dashboard format, for an at-a-glance summary, or drill down for more detail – right down to the individual customer comments and the sources they came from.

### Beats surveys and focus groups

Traditional surveys and focus groups are time-consuming, expensive and finite: the insights they provide quickly become outdated. They can also be skewed by consumers' own views on how they should answer. Monitor works in real-time, is constantly updated and lets you hear your customers' frankest views in their own words.

### Beats human monitoring

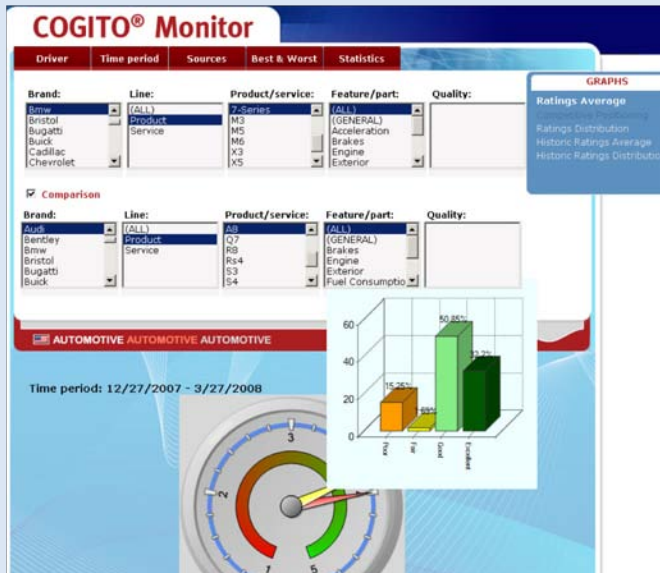
Compared with human monitoring, Monitor is continuous, faster, more immediate, more consistent and more flexible

## How Monitor helps your business

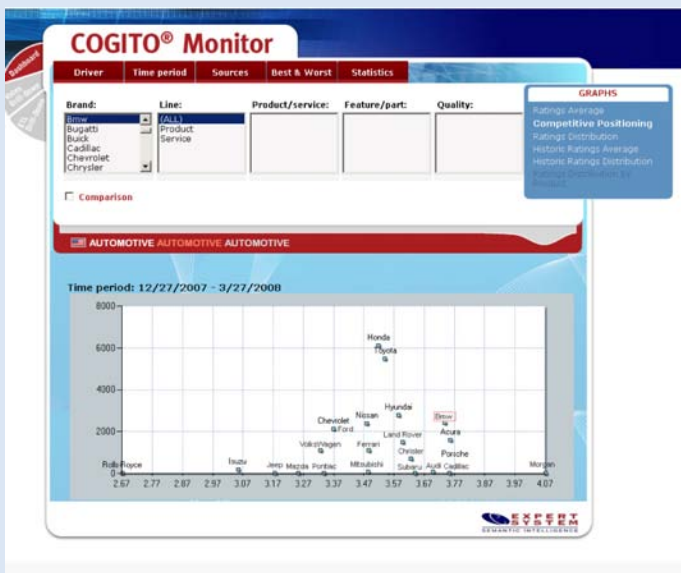
- Discover your customers' views and react fast – so you outsmart your competitors.
- Get more from your marketing budget – find out what's working and what's not, for a better ROI.
- Save time and cut costs – by eliminating outmoded work processes.
- Improve quality and service – so you win and keep more customers.
- Develop successful strategies – and grow your business.

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EXPERT  
SYSTEM  
SEMANTIC INTELLIGENCE



**Cogito Monitor research outcome comparing a flagship product with a competitors flagship product. Customers rate the top one slightly higher on average**



**Cogito Monitor research showing the competitive position of a product as an overall brand.**

### New technology, proven results

Because Monitor is new, the first companies to use it will steal a march on the competition. But unlike many new products, it's already proven: with an accuracy rate of up to 90%, its semantic technology leaves traditional web research methods standing. No wonder companies like E. & J. Gallo Winery and Renault have already adopted it. What's more, it's easy to set up and use – you just access Monitor's clear, insightful reports through a simple and intuitive web interface.

### Hundreds of ways to sharpen your edge

- Measure brand equity and marketing effectiveness in real time.
- Examine individual components of your product or service, building up a step-by-step evaluation of the strengths and weaknesses that are promoting or preventing growth.
- Examine your competition on the same basis, then get a side-by-side comparison of their product with yours.
- Track trends over time, evaluate the success of campaigns and identify what's affecting your (and your competitors') sales.
- Identify "tipping points", viral marketing waves and other fast-moving trends.
- Fine-tune your marketing strategy and messaging to make sure your brand isn't laying itself open to public criticism.
- Modify your website content to reflect what appeals to your customers.
- Take direct action to counter negative comments and convert their authors' opinions.

Companies who can harness the power of consumer comment may well have the strongest competitive advantage there is. To find out more about Monitor, please contact its sole UK partner.

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