

Sentiment Analysis and the Consumer Genome

Sentiment Analysis Symposium

October 30, 2012

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CTO, Retail, Consumer Goods, Life Sciences and Logistics

The Digital Consumer and Retailer

- The Consumer
 - Message deluge from marketers is overwhelming
 - Selective about receiving marketing messages (who, what, when, where, how) – prefer interactive communication
 - Brand stickiness is determined by decision simplicity
- The Retailer
 - Increased focus on interactive communication – need solutions to engage with empowered consumers
 - Expanding capabilities to manage event-based cross-channel dialogue with consumers
 - Exploring solutions to improve relevance of recommendations

Introducing the Consumer Genome



Example: Meet Joanne

Warrior Dash Events

Warrior Dash Ohio
Saturday, June 2, 2012 at 9:00am
2,610 guests

Kaepfner Woods



Recommend

Personalized Campaign

Joanne: Age 22
Runner 
School at UT

- Need Based Targeting
- Value Proposition
- How + When?

Purchase History



Correlate



Gift Suggestion for Kevin...
Recommend from the Baseball
Heritage Collection

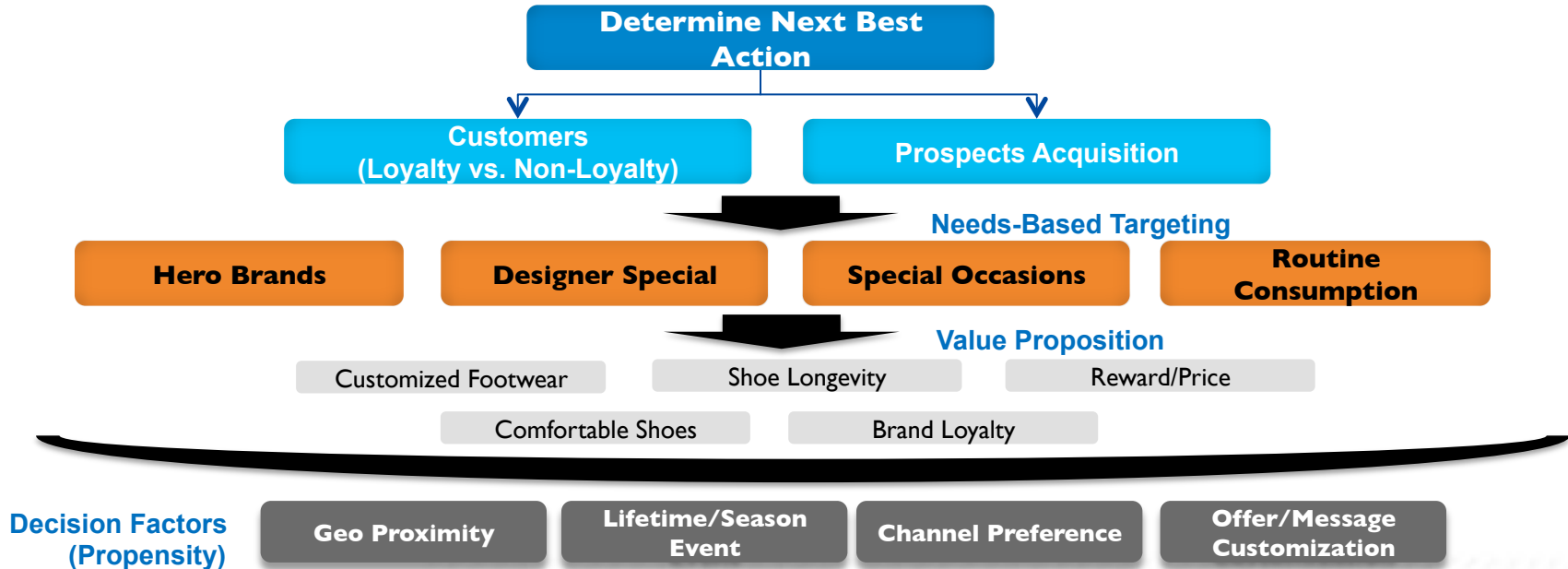


Event :
Father's day is June 17th



Kevin : Age 48
Joanne's Dad.
Baseball Fan

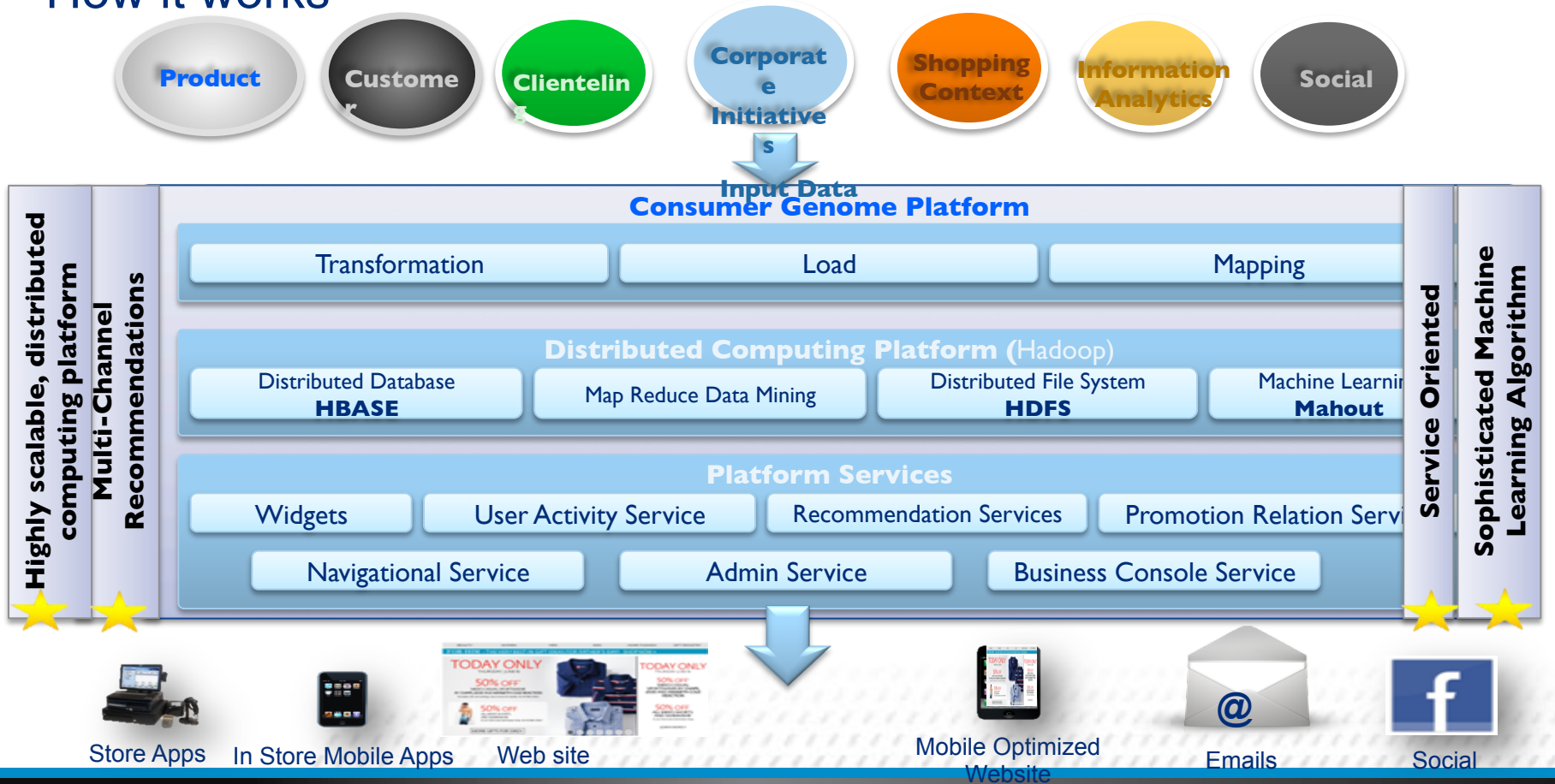
Determining the next best course of action for Joanne



Getting intensely personal

- The Personalization and Recommendation Engine can/is
 - Leverage 720 degree view of the consumer (Internal + Social)
 - Adaptive across channels
 - Semantic Aware
 - Context aware (location, time, channel, device)
 - Machine Learning, Distributed, Scalable

How it works



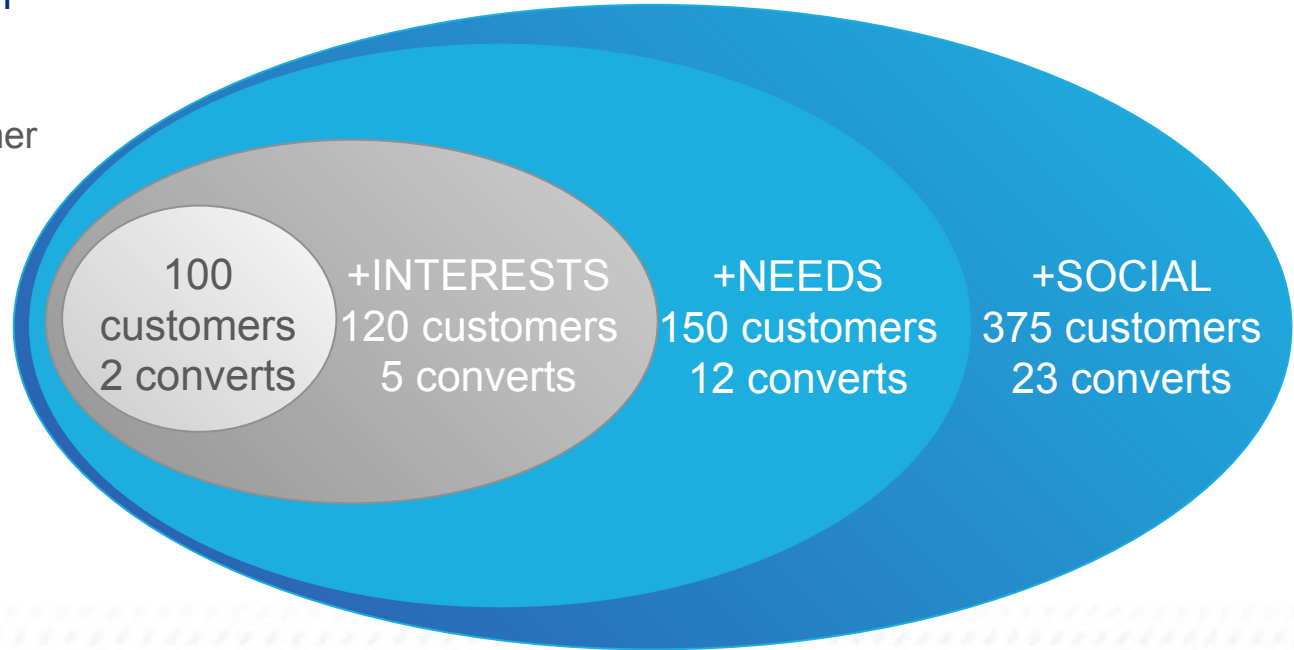
Solution features

- Completeness – end to end solution (all data inputs, all endpoint devices)
- Cross channel capability – single view of customer, products and transactions across channels
- Scalability – highly scalable distributed computing platform
- Semantic aware – ability to understand and mine consumer sentiment
- Machine learning – self learning set of algorithms for continuous refinement of recommendations
- Integration with market leading e-Commerce products

Expanding the pie: a customer example

At one of our co-creation partners:

- Single view of the customer
- Campaign management and cross-channel marketing
- Real-time trigger-based campaigns and personalized offer optimization



Map the Consumer Genome and profit

Every retailer needs to understand the consumer genome. Doing so will -

1. Increase traffic
2. Increase conversion
3. Drive the topline and margins