

INSIGHTS
GAIN
LOYALTY,
COMPETITIVE EDGE
INSIGHTS
CUSTOMER
DELIGHT
REAL-WORLD RESULTS
INSIGHTS
BUSINESS VALUE, INSIGHTS
CUSTOMER DELIGHT
SOCIAL MEDIA MANAGEMENT
DIFFERENTIATED EXPERIENCES
LIKE LISAⁿ
SOCIAL MEDIA MANAGEMENT
NEW NETWORKING
MULTI-CHANNEL REACH
GAIN LOYALTY, COMPETITIVE EDGE
REAL-WORLD RESULTS
SOCIAL MEDIA MANAGEMENT
NEW NETWORKING

THE COMPREHENSIVE, CUSTOMIZABLE, CUSTOMER-CENTRIC SOCIAL BUSINESS SOLUTION FROM AEGIS.

**BUILD AN AUTHENTIC, AGILE SOCIAL BUSINESS AVATAR.
BRING HOME REAL-WORLD RESULTS.**



Listen:

Perceive accurate customer thoughts, industry indicators by hearing digital dialogues, and respond at granular levels.



Interact:

Engage with customers in a transparent eco-system of productive dialogues, and develop relationship opportunities.



Socialize:

Foster long-term customer loyalty by recognizing their needs, and build an influencer community into brand advocates.



Adapt:

Reinvent the way your business works by strategically integrating social media analytics and intelligence with your overall brand approach.

IT'S YOUR **SOCIAL BUSINESS JOURNEY** MADE EASY, WITH OUR **MULTIFACETED, MULTI-MARKET APPROACHES.**

OUR SERVICE OFFERINGS: BUILT ON THE LISA[®] FRAMEWORK.



Technology: Our proprietary platform with categorization capability, a self-learning sentiment engine and an inbuilt CRM capability robustly tracks and monitors conversation threads across numerous niche social streams in relation to your business.

- **AegisLISA[®] Basic Technology:** A web-based solution; hosted on shared cloud, to provide ease of deployment and faster turnaround for system readiness, it's the choice option for your social business essentials.
- **AegisLISA[®] Premium Technology:** With functionalities at a more comprehensive and automated scale, it is your best option for higher independence in creating distinctive engagements and quality customer rapport.

Analytics: Our advanced analytics capabilities help you proactively derive intelligence and opportunities from the conversation clutter. We also provide 360 degree actionable insights for your brand to convert image to equity.



Execution: Our unique resources and specialties exclusively trained in social media help you define and standardize end-user engagements across channels.

Domain: We help you tailor-make your social media strategy by empowering you with in-depth domain knowledge and competitive benchmarks.



ENHANCE YOUR **BUSINESS EFFECTIVENESS,** **ACROSS YOUR ENTERPRISE'S** ECO-SYSTEM.

SOCIAL MEDIA SOLUTIONS FOR THE ENTERPRISE.

Customer Experience Customer Service, Collate Insights, Social Intelligence, Corporate Strategy	LISTEN INTERACT SOCIALIZE ADAPT	Innovation / R&D New Product Development, Competitiveness
Marketing and Branding Reputation Management, Promotions, Brand Advocacy		Legal and Finance Investor Relations, legal Conformity, Peer Monitoring, Stock Reputation Management
Engagement Issue Resolution, Build Relationships, Retention Management		Employees, HR and L&D Recruitment, Employee Engagement, Satisfaction, Insights from Corporate Rating Sites, Training
Sales Lead Generation, Customer Acquisition, Social Campaign Management		Renewals, Collections & Recoveries Skip Tracing, New Customer Touch Point

OFFERINGS:

Technology

Platform as a Service,
Integration Services,
Multi-lingual Capabilities,
Social Listening Tools,
Reporting Insights,
Independent CRM

Analytics

VoC Analysis,
Consumer Perception and
Competitive Analysis,
Scenario Analytics,
Social Campaign
Effectiveness

Domain

Process Re-engineering,
Brand Reputation
Management,
Social Media Campaigns,
Integration of Offline
Campaigns on Social Media

Execution

Resolution & Response
Management,
Human Intelligence
Analytics,
Campaign Management