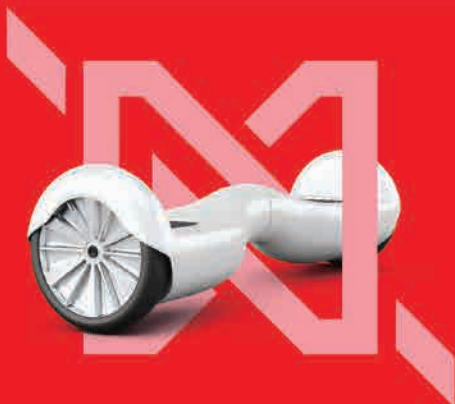


# SOCIAL & CONTEXT AWARE SOLUTIONS FOR CUSTOMER SERVICE

Royal Sundaram Insurance (RSI) is the first private sector general insurance company in India to be licensed in October 2000 by the Insurance Regulatory and Development Authority of India.

## Problems Faced:

- › Handling customer queries on Social Media including Twitter and Facebook
- › Responding to grievances or queries on Social Media in real time
- › Identifying the top performing Marketing campaigns on Twitter and Facebook



## Solution:

**Neutrinos developed a Social Listening App for RSI to bucket all the tweets on their Twitter handle and likes on their Facebook page.**

Using IBM Watsons Cognitive Services, Sentimental Analysis was performed on Tweets and they were scored based on positive and negative sentiments. If the Tweet was of a negative sentiment, it would be notified to RSI's Managers for immediate attention.

## Benefits:

- › RSI is able to identify top performing Marketing campaigns based on the number of 'likes' and 'shares' on their FB Page.
- › They can also track issues, identify influencers, analyse sentiments of a tweet and prioritize based on the sentiment score.
- › Customer grievances can be addressed in real time.

**Neutrinos is a Low-code Rapid Application & Digital Innovations company that offers a platform to ideate, transform and build complex enterprise applications within days, Sometimes hours.**