



KEY TAKEAWAYS

The Future of Consumer Intelligence White Paper

This short document includes key takeaways from our Future of Consumer Intelligence white paper. Read the full version [here](#).

July 2023

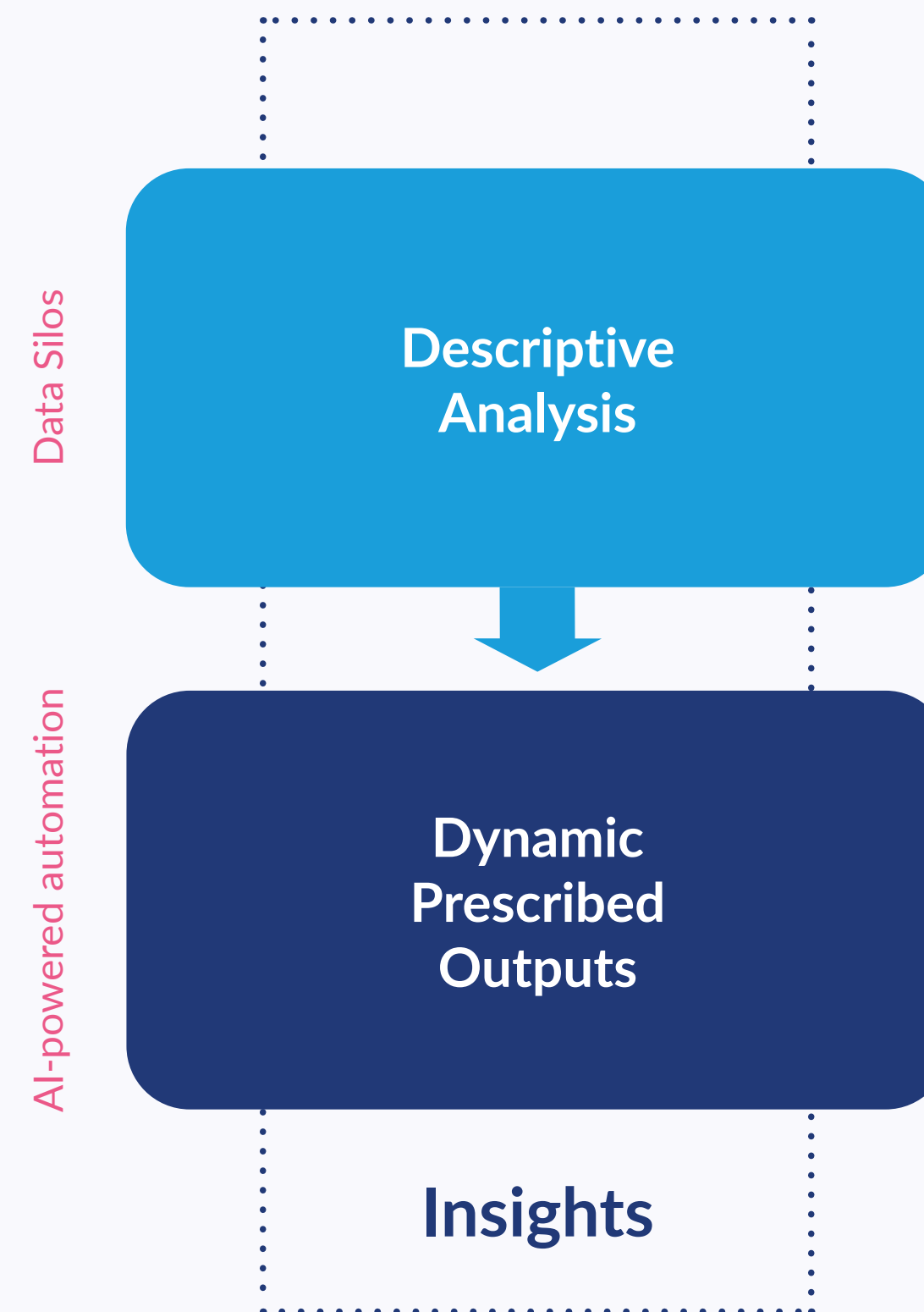


Consumer Intelligence

AI-powered consumer intelligence has revolutionized how organizations harness data.

It enables you to go beyond traditional social listening by incorporating data from diverse sources like customer care interactions, SEO analytics, reviews, and surveys.

Traditionally departments have operated in silos, but organizations are becoming smarter and more aware of the need to examine data holistically. They benefit from understanding the various segmentations associated with different use cases and departments, all while utilizing nuanced data platforms. This is the evolution we're witnessing in this field and is one Talkwalker is proud to be a market leader in.



“We transitioned from reactive social monitoring to a more proactive social listening approach. And now, AI-powered consumer intelligence is the next frontier, taking us further.”

Christophe Folschette
Partner & Founder

From Passive Social Listening to Active Consumer Insights

Transitioning to consumer intelligence platforms drives enterprise wide decision-making across a range of roles and areas.

This includes customer experience (CX), customer engagement (including customer care), customer insights (including market research), marketing, innovation, sales, HR, product development and management.

Given the breadth of application here, the first and most challenging step when transitioning to consumer intelligence is to **define your objectives**.

“We’ve been working with a major CPG company where the insights team collects business needs from innovation, product, communication, and even HR teams. They aggregate these needs to establish an infrastructure that covers the entire company, meeting goals and objectives for each brand and product portfolio. Planning this aspect is critical.”

Yan Levieil
SVP EMEA

Aligning data to your key business drivers

The key is aligning with your primary business drivers and breaking down data silos within your organization.

By doing so, you can expedite the generation of valuable insights and enable critical business decisions based on similar information. The ability to deliver at scale across your organization is essential.

The next significant step in the world of reporting will be a shift away from static descriptive reports to active dynamic prescribed outputs. Essentially AI will help you associate insights with specific use cases, provide guidance during crises and other business-critical situations.

Taking a crisis communications situation as an example, AI will go further. It will suggest alternative messaging if your current message is not landing. It will even provide tailored messages for key audience segments. Ultimately, AI in this context becomes a much more proactive partner in responding to your strategic objectives.

*(including, but not limited to social data)

“Shifting the perspective to Consumer Intelligence, the focus is not solely on accumulating more data; it’s about effectively utilizing the data you have.”

Cara Buscaglia
Chief Innovation Officer

Outcomes of great consumer intelligence

⊕ Data-driven Decision Making

Data-driven decisions give you objective, evidence-based insights that help you better understand your target audiences, market trends, and competitive landscape.

⊕ Holistic Understanding of Consumer Behavior

A true view of how your consumers behave, helps you understand the motivations, preferences, and actions of your audiences. Leading to more informed decisions, better personalized marketing efforts, enhanced customer experiences, and staying ahead in a rapidly evolving market.

⊕ Speed, Agility, and Democratization of Data

Rapid access to data enables organizations to make quick adjustments to marketing campaigns, product features, and customer experiences. Being agile allows you to adapt to changing trends, preferences and market conditions, and democratization leads to inclusive decision making, empowering employees and teams across departments.

⊕ Collaboration and Integration

By leveraging consumer intelligence as a foundation for collaboration, you not only align efforts but also maximize the value you deliver to your customers.

⊕ Actionable Insights and Recommendations

Data trust is vital. Giving you insights that serve as a basis for making informed decisions, whether it's refining marketing strategies, optimizing product offerings, or improving customer experiences. Your data uncovers patterns, trends, and correlations that inform real decisions.

⊕ Unified Consumer Feedback Stream

Consolidation and integration of feedback and insights from various sources and channels into a single, cohesive system brings significant benefits

⊕ Innovation and Future Trends

By applying advanced analytics techniques to historical and current data, you can make accurate predictions about future outcomes. This can help drive better feedback-driven innovation, iterative product development and better prediction and anticipation.

Go In-depth. What is Great Consumer Intelligence?

[Read the paper](#)

AI has tremendous potential

but it will never fully replace human involvement in certain areas. Data can be complex and challenging to comprehend. It's essential to recognize that humans need to guide AI and define its purpose.

[Learn more](#)