



latentview

Actionable Insights • Accurate Decisions

Social-Based Consumer Need Analysis

for Product Development Roadmap

Client

Leading Global
Software Company



The Problem

Channeling true consumer needs into product/service development is a challenging, time-consuming, but highly rewarding activity for any organization.



The Before State

Consumer need analysis was traditionally done using surveys, focus groups, and developer testing of upcoming product releases.



The After State

A list of unmet consumer needs enabled the product marketing team to prioritize the features to be developed and make a detailed product development roadmap.



The LatentView Solution

Lexical analysis of organic social conversations extracted through a robust, brand agnostic, product development query and bucketed the consumer needs into need categories.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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