



latentview

Actionable Insights • Accurate Decisions

# Data-Driven Product Innovation

## Based on Consumer Reviews

**Client**

**Largest Home Appliances Manufacturer in the US**



## The Problem

Lack of/delayed access to direct customer feedback on their products and competitors' can adversely affect a consumer durable company's ability to innovate and keep customers happy.

### The Before State

Purchase drivers were determined by post-facto analysis of POS data at stores and survey data resulting in delays of up to eight months to get consumer feedback on product features.

### The After State

Precise, fine-tuned innovation on product features and messaging was possible on an ongoing basis as consumer **feedback reached the teams directly within 2.5 months of product launch.**

### The LatentView Solution

Built a real-time text analytics platform to consolidate external, unstructured data to 'measure' customer feedback of client's brand with respect to competition on various parameters that drives purchase.

## 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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