

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

THE **COMPREHENSIVE,** **CUSTOMIZABLE, CUSTOMER-CENTRIC** DIGITAL BUSINESS SOLUTION FROM CCC.

**BUILD AN AUTHENTIC, AGILE DIGITAL 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 digital media analytics and intelligence with your overall brand approach.

IT'S YOUR **DIGITAL JOURNEY** MADE SIMPLE, 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 digital streams in relation to your business.

- **CCCLISA[®] 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 digital business essentials.
- **CCCLISA[®] 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 specialities exclusively trained in digital media help you define and standardize end-user engagements across channels.

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



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

DIGITAL SOLUTIONS FOR THE ENTERPRISE.

Customer Experience Customer Service, Collate Insights, Customer Intelligence, Customer Experience Strategy	L ISTEN	Innovation / R&D VoC on New Product Development, Competitiveness
Marketing and Branding Reputation Management, Promotions, Brand Advocacy, Surveys, Campaign Management	I NTERACT	Legal and Finance Investor Relations, Peer Monitoring, Stock Reputation Management
Engagement Issue Resolution, Build Relationships, Retention Management	S Ocialize	Employees, HR and L&D Recruitment, Background Checks, Employee Engagement, Satisfaction, Insights from Corporate Rating Sites, Training
Sales Lead Generation, Customer Acquisition, Campaign Management	A DAPT	Renewals, Collections & Recoveries Skip Tracing, New Customer Touch Point

OFFERINGS:

Technology

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

Analytics

VoC Analysis,
Consumer Perception and
Competitive Analysis,
Consumer Persona,
Digital Campaign
Effectiveness

Domain

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

Execution

Resolution & Response
Management,
Human Intelligence
Analytics,
Campaign Management