

Meet LISAⁿ

The collaborative,
customizable,
customer-centric
digital solution from CCC.



The big buzz over digital media has been nothing short of deafening. With people's conversations and expectations changing at mouse-click speeds, it is more important than ever to recognize and respond to the true voice of your consumers.

**HARNESS THE FULL POTENTIAL OF
DIGITAL PLATFORMS, BRING IN
REAL-WORLD RESULTS WITH OUR
CUSTOMER EXPERIENCE ENHANCING
SOLUTION - CCCLISA^N.**



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 analytics and intelligence with your overall brand approach.

BEST OF OUR BENEFITS:

-  Gain multi-market, omni-channel capabilities
-  Take home the competitive advantage
-  Win more than geographies; win loyalties
-  Translate customer delight into business value

Digital & Social media is only a tool. Its value depends on how effectively you use it to add value, societal meaning and personal significance in consumer-brand experiences.

**CREATE THE RIGHT BRAND IMPACT WITH
THE RIGHT PEOPLE, AT THE RIGHT TIME
WITH OUR DIFFERENTIATED BUSINESS ENHANCING
SERVICES, BUILT ON THE LISA^N FRAMEWORK.**



Technology:

Our proprietary omni-channel platform robustly tracks and monitors conversation threads across numerous niche digital streams in relation to your business. It's a system that has content categorization capability, a self-learning sentiment engine and an inbuilt CRM capability.

- **CCCLISAⁿ 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.
- **CCCLISAⁿ 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 rapports.



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 specialties 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.

IMPACT AND INFLUENCE YOUR ENTIRE ENTERPRISE'S ECOSYSTEM WITH OUR MULTIFACETED SOLUTIONS.

DIGITAL SOLUTIONS FOR THE ENTERPRISE.

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

CONTACT US:

We are committed to helping you create seamless customer experiences across multiple markets and channels. We'd love to hear from you.

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