





**Wisesight** was founded in 2007, the same time with the arrival of social media platforms in Thailand, and have been growing strongly every year. With over 14 years of experience, we now collect biggest sources of market data in Thailand, continuously develop the most high-technology tools, thus, provide a wide range of social data analytics solutions that help consumer brands, agencies, government organizations, and educational institutions to unlock the potential of social media data in order to better take care of your customers and seek new market opportunities.



WE ARE TRUSTED BY  
**OVER 300 BRANDS & AGENCIES**  
IN OVER 20 INDUSTRIES

# WE TURN SOCIAL DATA INTO SERVICES



## +20 Billion Voices

Facebook, Twitter, Instagram,  
Youtube, Blogs, News and local  
Forums  
4 Years historical data

## World-Class Infrastructure

100% Cloud based  
ISOs Certified  
Certified Developers  
Full Scrum/Agile Process

## Proprietary Models

Context Analysis,  
Sentiment Analysis,  
Measurement Model,  
Data Cleansing Process

## Platform

Social Analytics,  
Social Engagement,  
Real-time Social Monitoring  
Solution

## Service

Research  
Consulting  
Monitoring & Alert  
Crisis Management  
Training & Workshop

## UNDERSTAND YOUR CONSUMERS



- ▶ ZOCIAL EYE
- ▶ COMMAND CENTER



- ▶ RESEARCH
- ▶ DATA CONSULTING
- ▶ ZOCIAL EYE PARTNERSHIP PROGRAM

## INTERACT WITH CONSUMER VOICES



- ▶ WARROOM



- ▶ CHATBOT SERVICE
- ▶ SOCIAL MONITORING & ALERT SERVICE
- ▶ SOCIAL RESPONSE SERVICE




# UNDERSTAND YOUR CONSUMERS

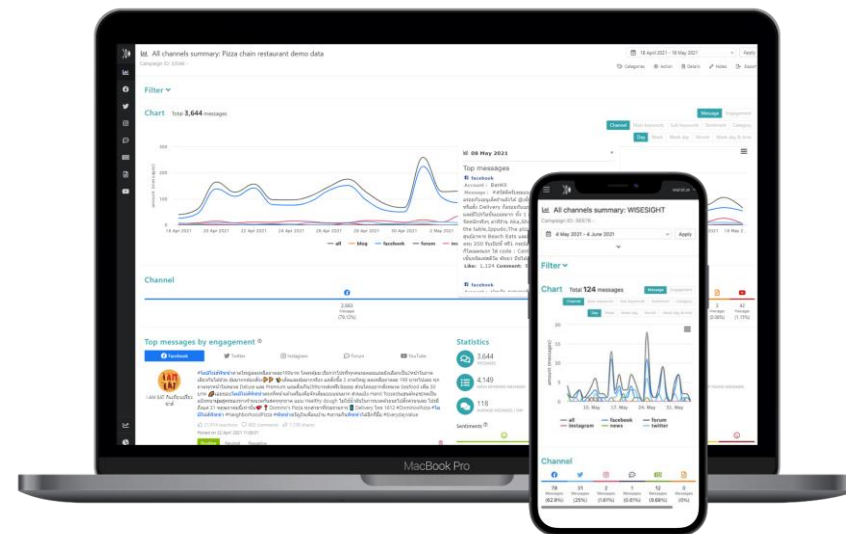
- ▶ ZOCIAL EYE
- ▶ COMMAND CENTER
- ▶ RESEARCH
- ▶ CONSULTING
- ▶ ZOCIAL EYE PARTNERSHIP PROGRAM



# DIVE INTO MILLIONS OF SOCIAL VOICES AND GET REAL CONSUMER INSIGHTS WITH **POWERFUL SOCIAL ANALYTICS PLATFORM**

**ZOCIAL EYE** covers the most popular and relevant social media platforms in Thailand. With complete analysis powered by our smart artificial intelligence, the tool helps you understand your brand and your competitors better, know what consumers think and are interested in, so that new market opportunities are within your reach.

-  **Seek market gaps and unmet needs**
-  **Save time with our fast data tracking and processing**
-  **Create the right communications for your target audiences**



# DIVE INTO MILLIONS OF SOCIAL VOICES AND GET REAL CONSUMER INSIGHTS WITH **POWERFUL SOCIAL ANALYTICS PLATFORM**



## Instant Access to Important Information

Gain understandings from a complete well-designed dashboard that summarizes every essential aspect of social media data analysis to get you started.



## Influencer/KOL Spotting

Discover real, authentic influencers that fit for your brand campaigns, whether it be mega or nano ones from millions of social people, through our latest feature 'Influencer Directory'.



## Real Conversation Drill Down

Dive into a pool of social media messages and see original digital conversations for yourself to completely understand what people talk about in terms of their context and their tone of voices.



## Compare with the Market

Compare social media data in all angles that matter to your business performance to help you decide on your next moves.





# KNOW WHAT MATTERS WHEN IT HAPPENS

**COMMAND CENTER** (ONLINE/OFFLINE) is a real-time social monitoring solution that displays outstanding social data analysis and consumer insights on a gigantic digital display wall right in the heart of your office.



LED bezel-less display



One-stop solution, including all hardwares, softwares, data, implementation, and maintenance



Keep updated with what is happening on social media



Full collaboration with Wiselight platforms



# GAIN ACTIONABLE INSIGHTS TO ANSWER EVERYTHING YOU NEED TO KNOW FROM EXPERIENCED ANALYSTS

**RESEARCH** gives you an in-depth tailor-made analysis of social data by professional analysts experienced in a wide range of industries in order to make better business decisions.



**Reduce in-house research and development cost**



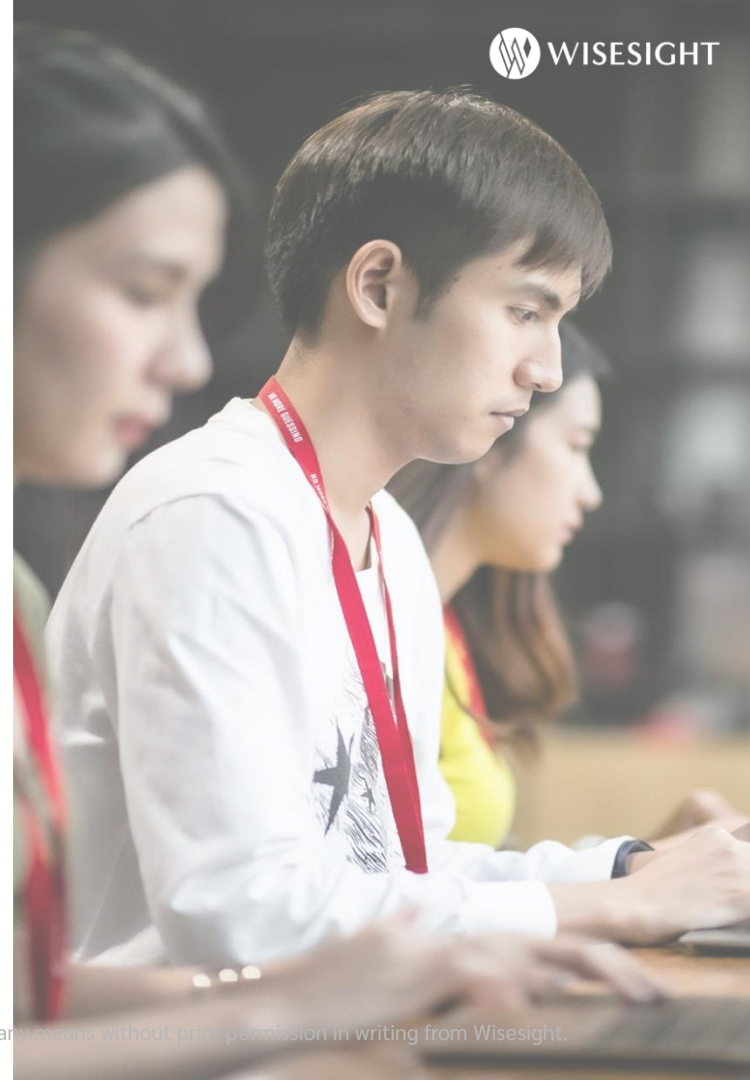
**Get precise analysis for your business questions**



**Include standardized measurements and frameworks that are designed specifically for social media marketing**



**Receive research on time for your every usage**





## INSIGHT EXPLORATION



### Brand Analysis

Understand your market and competitors' situations, strengths and weaknesses, customer satisfactions.



### Product Analysis

Understand your product feedbacks to explore ways to improve your product features.



### Discovery Analysis

Seek answers from nonspecific business question e.g. consumer behaviors, target segmentations.



### Reputation Analysis

Analyze consumers' perception and impact by comparing networks to know the person's positioning and influencer power.



## MEASUREMENT



### Campaign Analysis

Measure your marketing campaigns, from performances to customers' opinions.



### Influencer Analysis

Measure influencer efficiency and discover trends to select the right influencers.



### Online Pr Report

Measure the efficiency of public relations and media usage.



### Zocial Metric Report

Measure brand communication performance across main social media platforms using WISESIGHT METRIC.



### Content Analysis

Measure your content marketing and identify successful factors for your content strategies.



### Social Performance Report

Measure branded content performance by benchmarking with other brands in the industry.



## ON DEMAND



### Daily Summary Report

Summarize all necessary information to measure and improve operations productivity.



### Trend Report

Capture trending topics in the market to better understand its demand and interest.



# COLLABORATE SEAMLESSLY WITH SOCIAL DATA ANALYTICS EXPERTS

## DATA CONSULTING

lets you work alongside Data Research Consultants as they guide you through your social data analytics journey, ranging from designing the right methodologies and deliverables, integrating social data into your work process, building your own social data analytics team, all in order to move towards a data-driven business.



**Work and consult directly with a team of experts on social data analytics**



**Work on your terms - fully adjustable specifications on data collection, processing with free-form deliverables**



**Gain know-hows from social data experts**



# COLLABORATE SEAMLESSLY WITH SOCIAL DATA ANALYTICS EXPERTS

## In-house Social Data Research Team

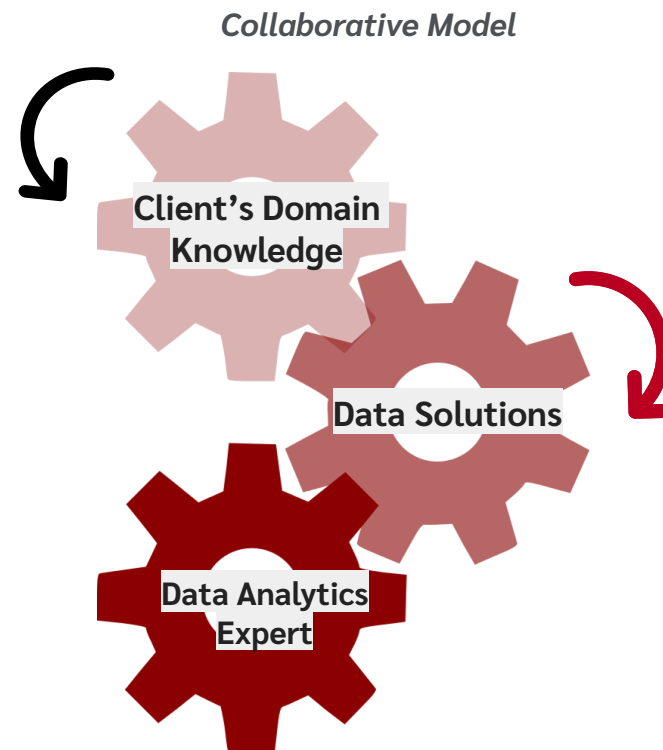
Gain insights and recommendations delivered in any format of your choice directly from a dedicated ready-to-use team of Data Research Consultants sit-in at your office (up to 4 days/week or as per agreement)

## Social Data Analytics Transformation

Implement social data analytics solutions to your organization, whether it be integration of social data to your work process, train your employees to become analytical and data-driven, or building a fresh team of social data analysts

## Pitching Partnership

Work side-by-side with a full-time team of Data Research Consultants working to strengthen and help drive your pitching project to success, by supplying consumer insights in time for the pitching.



# EXCLUSIVE PROGRAM TO UNLOCK THE POWER OF DATA

**ZOCIAL EYE PARTNERSHIP PROGRAM** is an exclusive program for Agency Partner, aiming at enhancing the use of ZOCIAL EYE. This program enables you to utilize social data to improve your business efficiency and services, in particular.



Learn to make the most use of your social data and effectively strategize from pitching, campaign monitoring, maintenance, and measurement



Acquire special offers for ZOCIAL EYE quota messages in training



Keep updated quarterly with social media use case



Get expert tips on how to turn your data into a powerful source of business insights



Receive a certificate of completion from Wisesight



# INTERACT WITH CONSUMER VOICE

- ▶ WARROOM
- ▶ CHATBOT SERVICE
- ▶ MONITORING & ALERT SERVICE
- ▶ SOCIAL RESPONSE SERVICE

# TAKE CARE OF YOU VALUABLE CUSTOMERS WITH OUR CRM TOOLS THAT **CENTRALIZES COMMUNICATIONS FROM EVERY SOCIAL CHANNEL**

**WARROOM** helps you maximize customer satisfaction as the platform provides an all-in-one and user-friendly system that gathers data from all of your available online customer touchpoints. Never miss a single message while monitoring any online mention about brand using keywords.

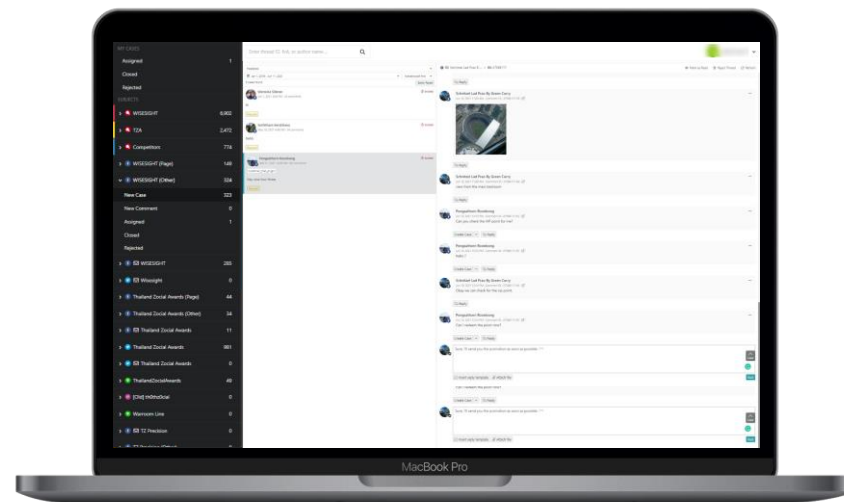
 **Conveniently manage your social media conversations with your customers**

 **Gain access to real-time incoming messages**

 **Secure multi-user permission**

 **Manage and control daily workload**

 **Track agent performance for efficiency improvement**







## All-in-one Platform: Your Single Place to Response

Respond directly and efficiently to your customers with this one-stop platform that includes all your official social media brand accounts into one single platform, so that you'll never have to miss any single message from your customers again. It also helps you save time switching back and forth between platforms.

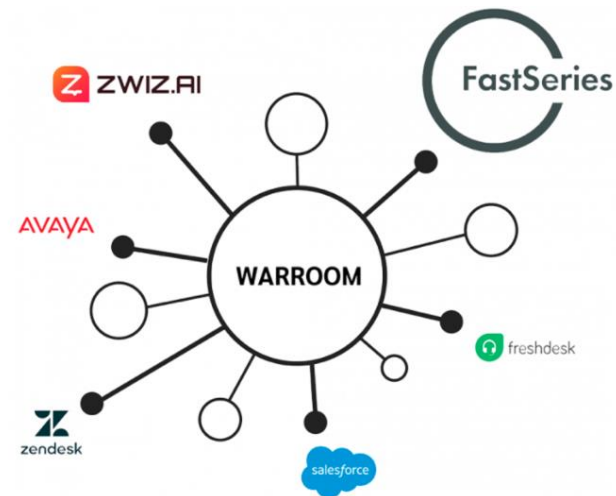
All-in-one Platform



## Customized and Manageable Workflow

Allow you to flexibly customize the workflow and staff management to align with your organizations for the most seamless customer relationship management work.

API Integration



## Custom API Integration

Integrate the platform to your current solutions whether it be your internal platforms or other well-known global platforms such as FastSeries, Zwiz.ai, Zendesk, and Avaya.




## Built-in Chatbot

Include a built-in chatbot that will save your time and reduce your workload on sorting out standard frequently asked questions.

# OPTIMIZE AGENT WORKFORCE WITH ENHANCED A.I.

**CHATBOT SERVICE** provides a full service, including framework creation, journey design, and system updates, and maintenance. This automated chatbot reduces agents' workload by answering frequently asked questions and ensuring all queries get responses.

 **Reduce up to 90% of normal workload**





 **Real-time response 24x7x365**

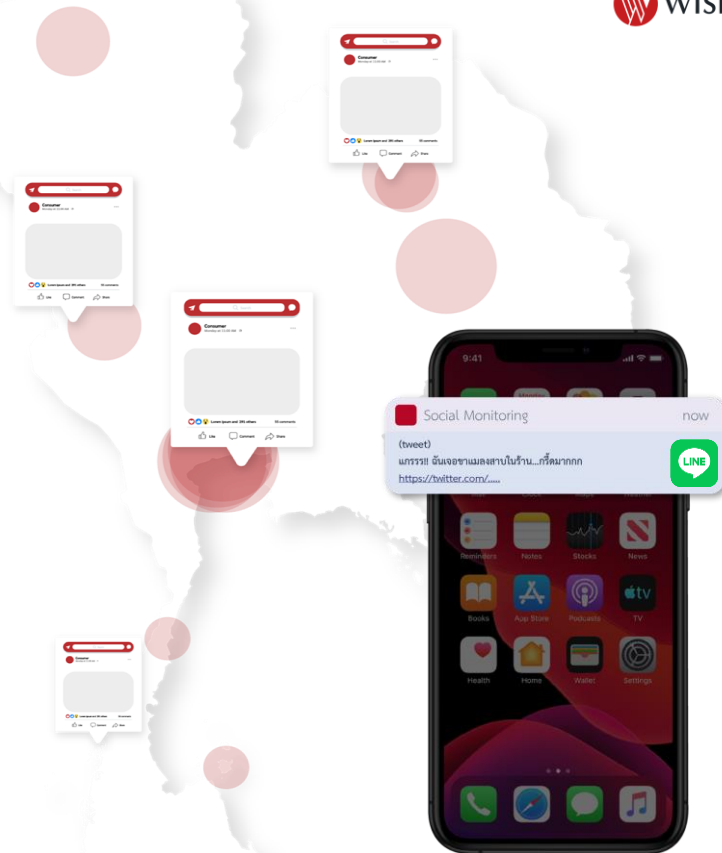
 **One-time setup**



# PROTECT YOUR BRAND BY PREVENTING DISSATISFACTION THAT COULD LEAD TO CRISIS

**SOCIAL MONITORING & ALERT** helps monitor, inform, and alert crisis and potential threats that could have negative impacts towards your brand, products, services, and brand reputation.

-  **Reduce cost on crisis management**
-  **Get notified of any potential crisis and brand issue**
-  **Save your man hour and time**
-  **Take care of your brand 24/7**



# RESPOND TO YOUR CUSTOMERS AS THEY ARE OURS WITH OUR TEAM OF PROFESSIONALS

**SOCIAL RESPONSE SERVICE** offers a professional customer service team to assist you in responding to all important conversations from your brand's social channels including Facebook, Twitter, Instagram, Youtube, LINE, and popular local forums.



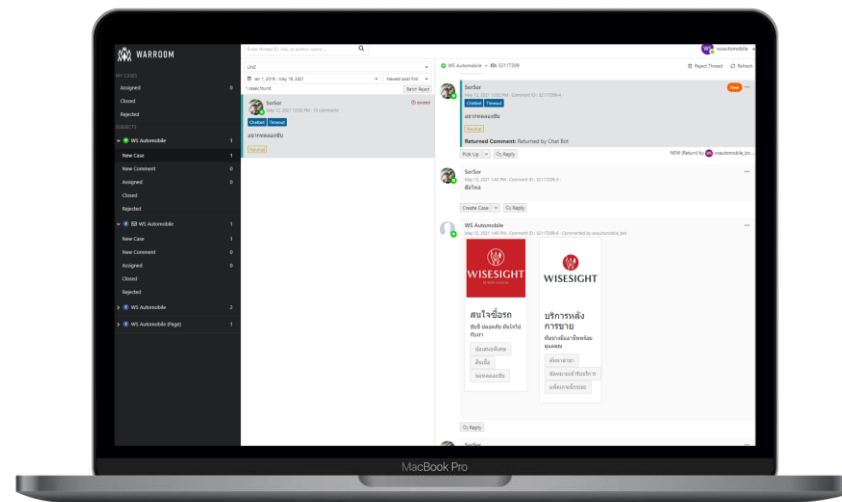
Save your man hour and cost



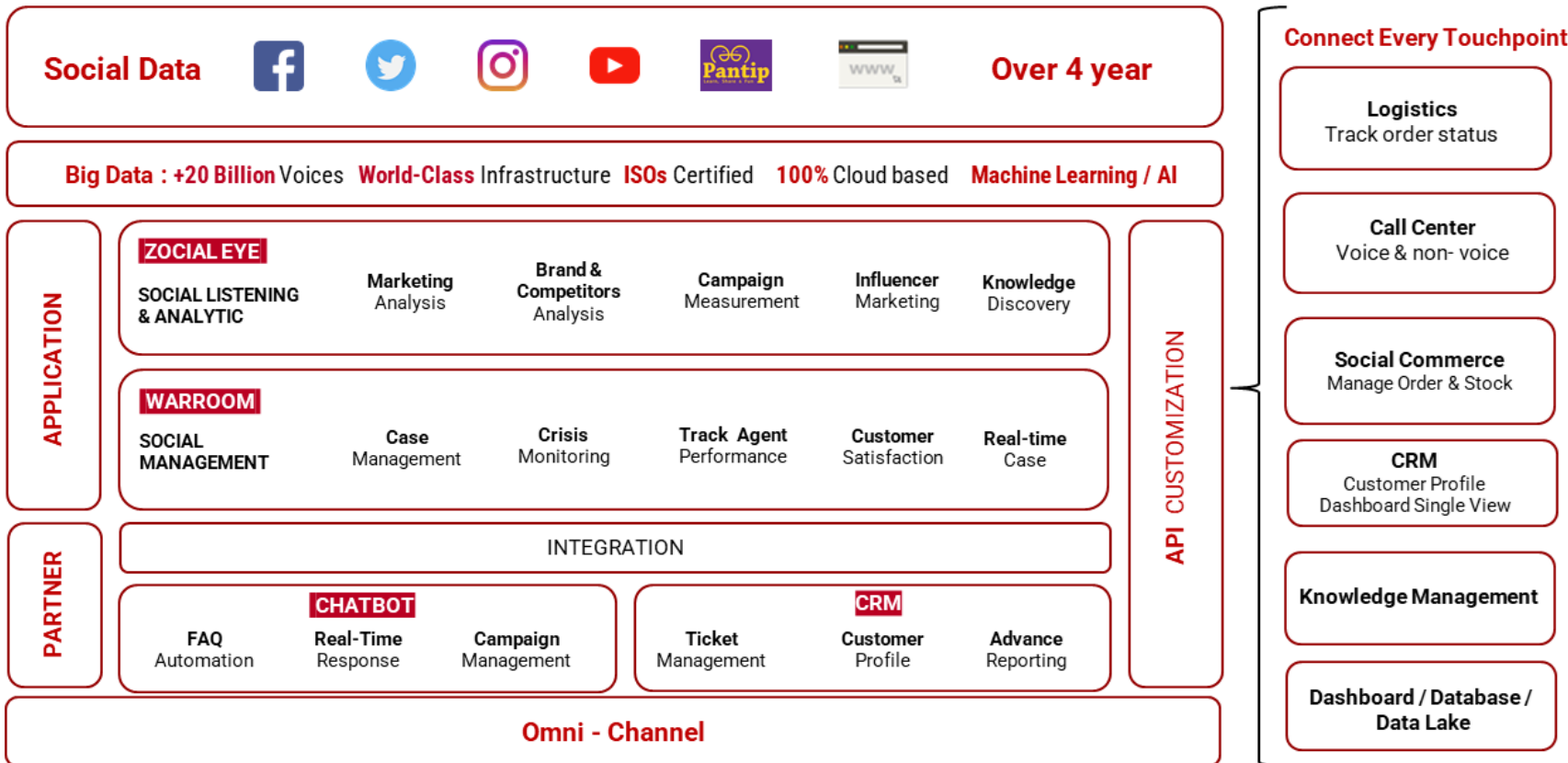
Improve customer satisfaction



Keep updated with current situations



# Solution Overview



# WORKING WITH WISESIGHT AND EXPERIENCE...

## High Expertise in Social Data Analytics

Our team of analysts, developers, business development executives are all equipped with expertise and technical knowledge in turning social media data into valuable insights. We always strive to make the best out of social media data.

**2000+** Research issues / years

**15+** Years of Experience working with clients

**9+** Years of Experience social data analysts

**100+** data analysts / scientists

## Most Advanced and Secured Tools

We are the leading company in advanced technology, ensuring the fastest, most powerful and precise system for collecting, processing, and analyzing data. Our technology is highly reliable with our use of AWS services, the world's most secure infrastructure, while our work process is standardized with certification of ISO 9001, ISO 27001, ISO 27017, ISO 27018.

**Unlimited Keywords**

**Real-Time**  
< 15 seconds

**World Class AWS Services**

certified ISO 9001, ISO 27001, ISO 27017, ISO 27018

## Largest Volume of Market Data

The number of active users of social media platforms in Thailand is growing every year, therefore, social media data we collect can be considered as the representative of Thai market, allowing you to understand not just your brand, but also competitors and consumers in the market.

**20+ Billion** voices

**4 Years** historical data

**Local Sources**  
e.g. pantip.com, etc.

## Best-in-class Service

At Wisesight, we work towards the same goal, which is to create the best experience for our clients. With complete service-minded and can-do attitudes, not only supports you'll get from us, but we also proactively fine-tune and enhance every part of our solutions to best fit your needs.

**300+** Clients brands, agencies, and government organizations

**80% Continue** to extend contract

