



Capture sentiment analytics

Organization Name: MARICO

Overview:

Presently we focus only on the feedback of the consumers and are not able to capture the feedback from our channel partners. We believe the information from the retailer will be valuable for strategic interventions and new product launch.

Business Challenge:

We are looking for innovative solutions to capture sentiment analytics / convince elements in the conversation between the Sales representative and retailer and between retailer and customer. Retailer insights will involve cross category and competition insights.