



**QUICK**  
**METRIX**

# Unified Customer Experience Management

All Mentions in one place

All Analytics in one place

Unify your Customer Care, Marketing and PR

\* QuickMetrix is a Brand owned by Lighthouse Technologies Private Limited

<http://www.QuickMetrix.com>

# QuickMetric - Introduction



B2B SaaS company started in 2015



'QuickMetric' is an owned proprietary software built on scalable and secure Amazon web services platform.



More than 100 paying customers in last 7 years



Software solution is tried and tested with large clients in the last 7 years

## Organization Structure



Product Team  
(20)

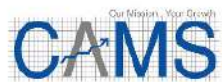
Customer Service  
(10)

Sales & Marketing  
(5)



# Client List

## BFSI



## Retail & Consumer



## Service & Govt.



## Energy & Utilities

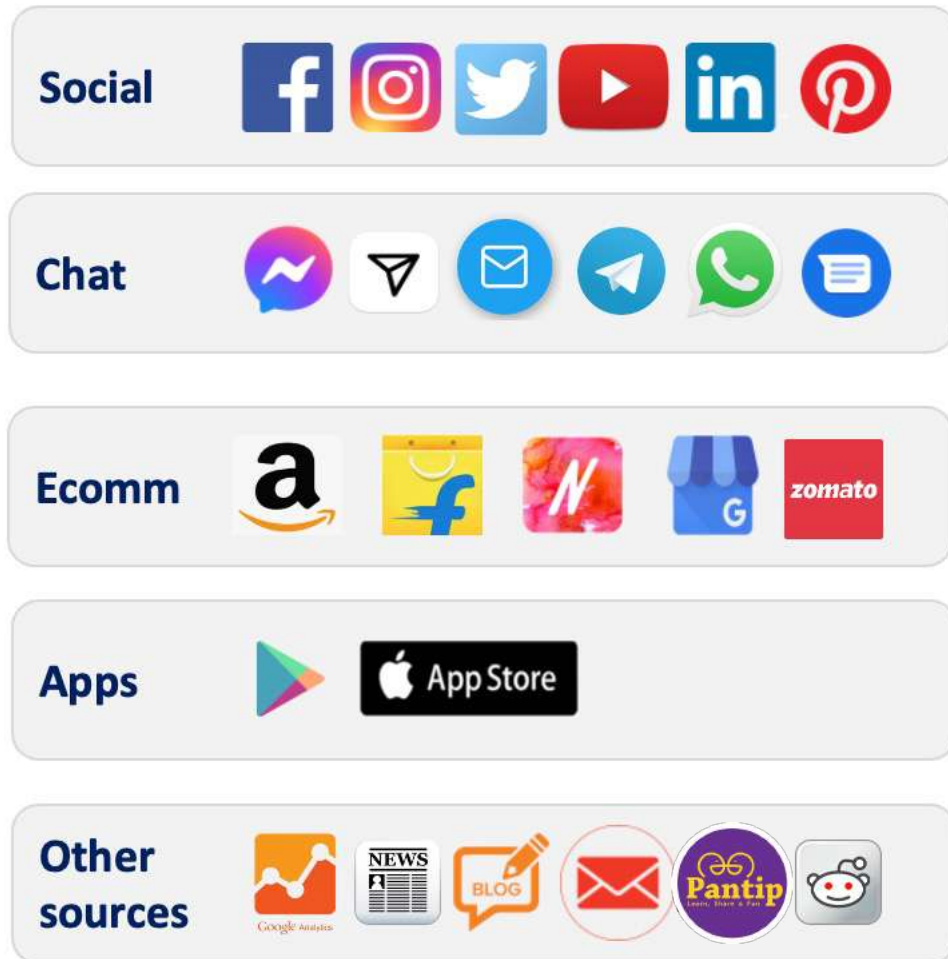


## Healthcare



# QuickMetrix Extensive Coverage

## Brand - Customer touch points



## Improved Customer Experience



# QuickMetrix - Listening & Engagement Platform

Immersive Customer Experience across Digital Media platforms through our superior technology platform that is powered by state-of-the art tech stack, AI & Big Data.

## Social Inbox

All brand mentions are visible here



## Reporting

All the analytics data, charts and reports are available here

## Ticketing

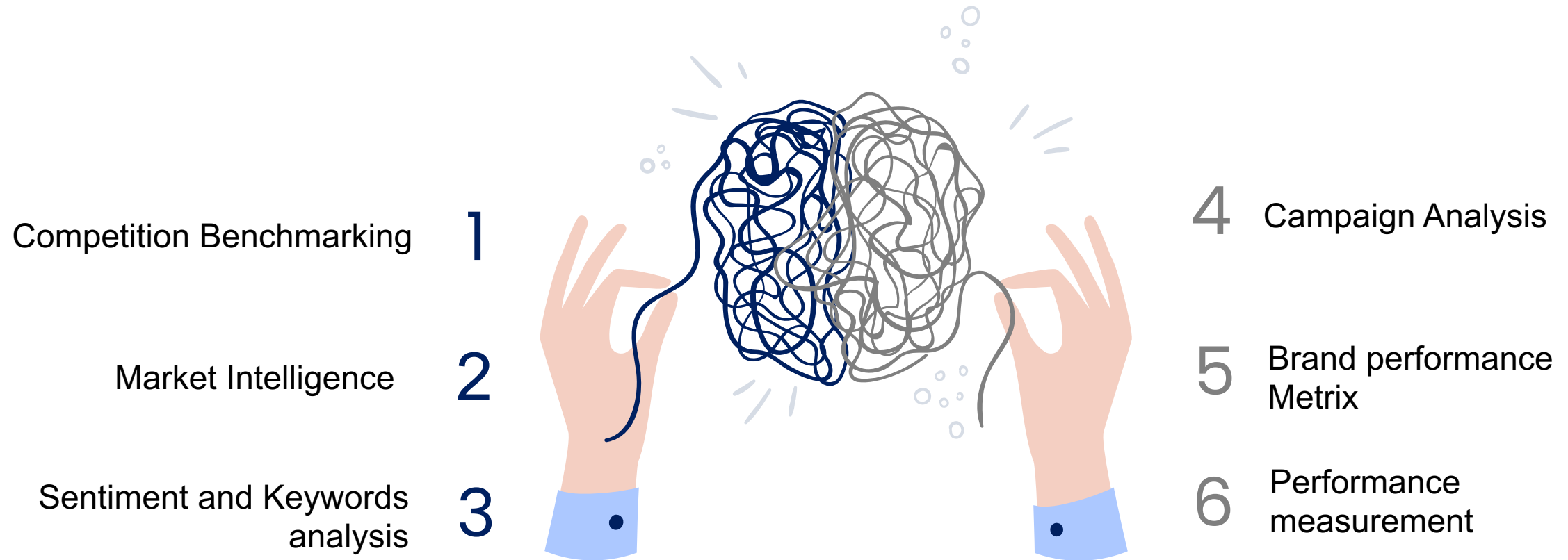
If required mentions can be converted to tickets and distribute among agents

## Publishing

Admin can post and schedule for social media

# Brand Analytics & Insights

Competition analysis, social media campaign insights and product performance of your brand online. Gather real-time, AI-driven insights to strategize and improve your social media engagement and presence.



## Platform



**Certified for Security & Vulnerability**  
Your Data & Details are safe with us



**Built on state of-the art Tech stack**  
Faster & Responsive System




**Clutter Free & Intuitive UI**  
Minimal Training & Skilling



## Clients

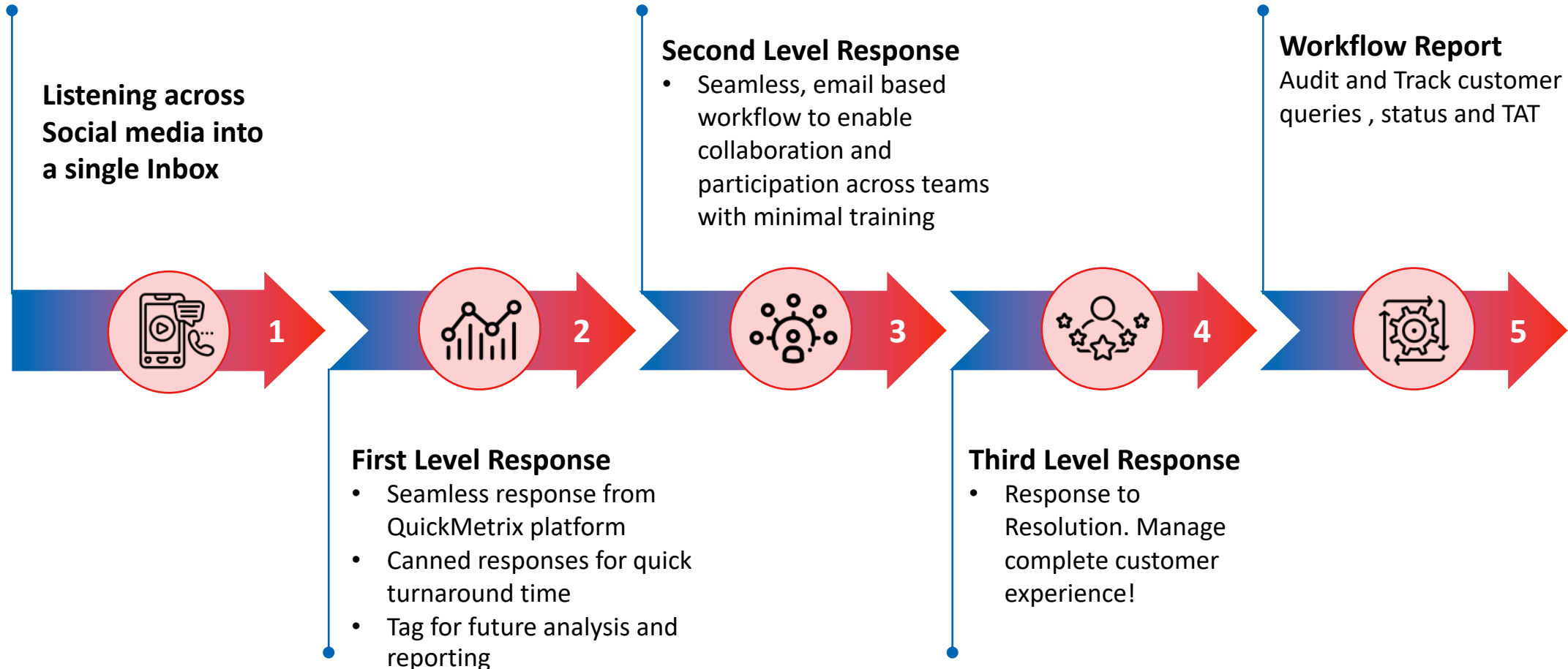


 From Fintech Lending start ups to large banks/Mutual Funds/ Insurance companies

 From cloud kitchen start ups to Large international coffee chain



Ability to Track & Engage with Customers & Conversations across platforms seamlessly





# Leading Electrical Appliances in South India

## Challenge

- To Increase sales of top end electric appliance model
- Due to prudent budgeting and a strong regional centric presence, they prefer not to sign on high profile brand ambassadors

## Solution

- Use 'Long tail' Influencers to drive product awareness and sales
- Leverage QuickMetrix Enterprise Social media Listening/Analytics software to identify influencers to drive sales

## Benefits

- The efficacy of the outreach was easily measurable in terms of the click through to the product website and increase in searches on E-commerce sites – particularly for the high end appliance that was plugged by the influencers
- Thus, QuickMetrix insights and analytics based on social media shaped an economic and result oriented plan to improve product visibility and consequent sales.



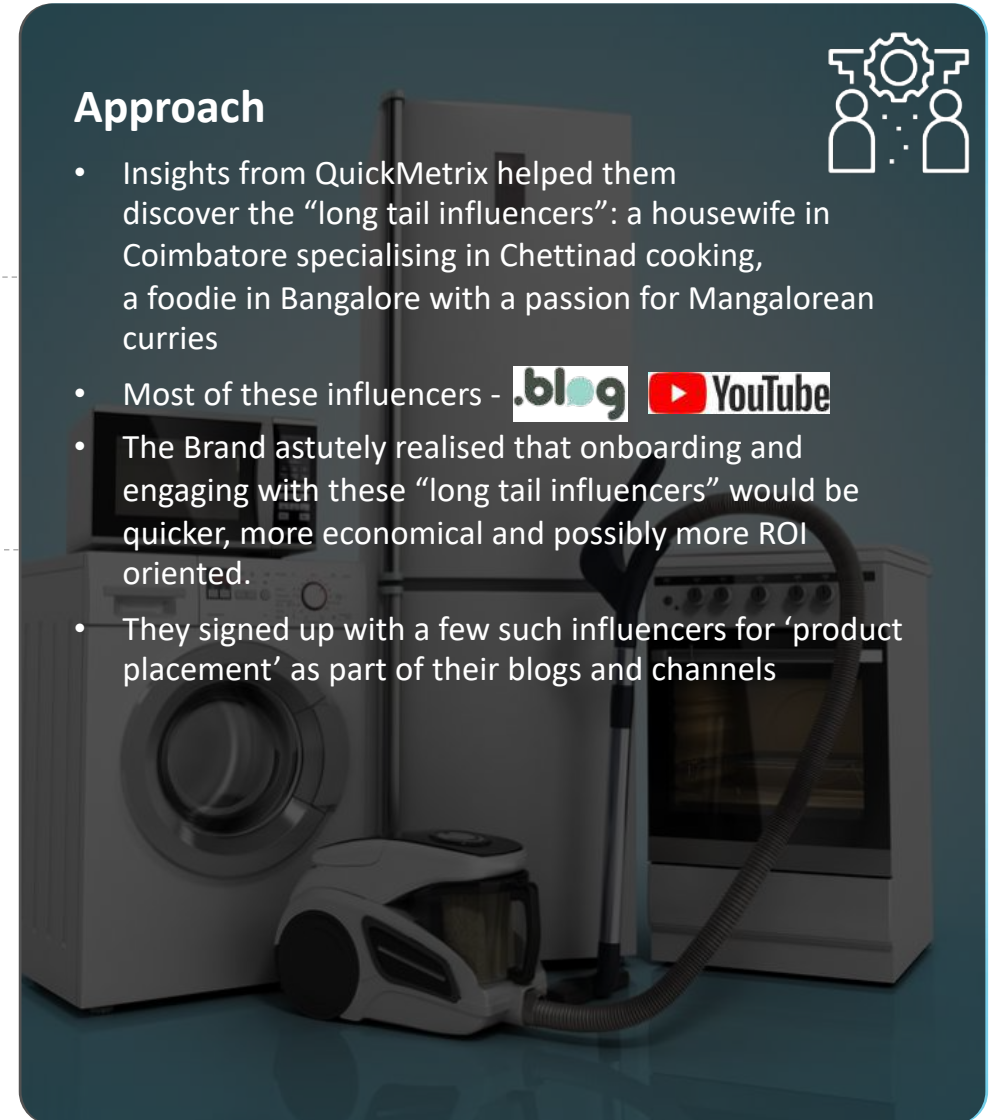
Influencers identified **150 +**  
across the southern region



Engagement increase:  
**400%**

## Approach

- Insights from QuickMetrix helped them discover the “long tail influencers”: a housewife in Coimbatore specialising in Chettinad cooking, a foodie in Bangalore with a passion for Mangalorean curries
- Most of these influencers -
- The Brand astutely realised that onboarding and engaging with these “long tail influencers” would be quicker, more economical and possibly more ROI oriented.
- They signed up with a few such influencers for ‘product placement’ as part of their blogs and channels





## Challenge

- To get ideas for relevant content for the campaigns – something topical and relevant to the audience
- Need insights on conversations that could trigger content ideas for campaigns



## Solution

- Leverage QuickMetrix Enterprise Social media Listening/Analytics software to get deep insights.



## Benefits

- QuickMetrix analytics showed that these posts received better traction & engagement due to the relevance and being the ‘flavor of the month’.
- This also aligned well with the company’s overall strategy to change customer’s investments habits from the traditional Savings Accounts and FDs to looking at Mutual Funds



Leads & Enquiries:  
**50 %** increase



Engagement:  
**600%** increase



## Approach

- In the conversation keyword cloud on QuickMetrix, client could see trends of ‘interest rate cuts’ and ‘savings account’ – which was perplexing at first since those typically belong to Banks
- Upon deep dive in QuickMetrix, it was evident that this was related to an event of a leading Bank cutting its interest rate on Savings accounts
- Twitterati were reacting by stating that possibly other banks would follow suit and it may be better for small deposit holders to switch to Debt/Liquid MFs, especially since the apex body was running a campaign “MutualFundsSahiHai” which highlighted that you can invest in MFs with amounts as small as Rs 500.
- Thus, MFs were being made out to be an alternate or a substitute to traditional savings accounts
- Our client capitalised on this by emphasizing on its digital channels on how some of its MFs are as liquid as a savings account, (almost) as safe and possibly give better returns.



## Challenge

- To understand customers feedback on various aspects of the food experience & identify areas for improvement
- Engage with customers & respond with quick resolution of issues by collaborating with kitchen & delivery teams.



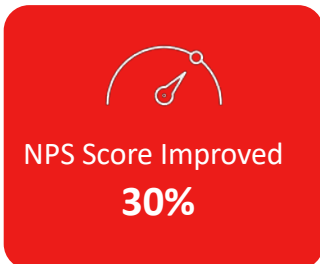
## Solution

- Leverage QuickMetrix AI based analytics & ticketing solution.



## Benefits

- Customer satisfaction ratings have gone up since deployment of QuickMetrix for analytics and subsequently for customer service and issue resolution!
- Increased efficiency of the team in reporting & closing of issues



## Approach

- QuickMetrix created a data training set based on past 6 months data from the client. The classification buckets were defined in the system – Quality, Quantity, Delivery, Taste, Texture, Appearance etc,
- Based on the conversations on social media, QuickMetrix AI engine assigned the right sentiment and the right classification to the post.
- The Order Fulfillment & Marketing team could review the weekly / monthly reports that were automatically generated that indicated the customer sentiment on the various aspects of the Food – Quality, Quantity, Taste, Delivery.
- The team is able to deep dive on the data and understand reasons for negative sentiments peaking in any particular classification and take remedial actions.
- Even on individual queries / complaints, QuickMetrix ticketing feature routes the compliant to the right team where the issue is responded to and the issue is resolved through collaboration built on QuickMetrix with the back-end Kitchen team or the delivery team.



# Other benefits : Crisis Management module



## Detect Early



- Email Alert
- Tool Notifications
- Twitter Trending

## Analyze



**Strong Negative Content**



**Velocity of the Content**

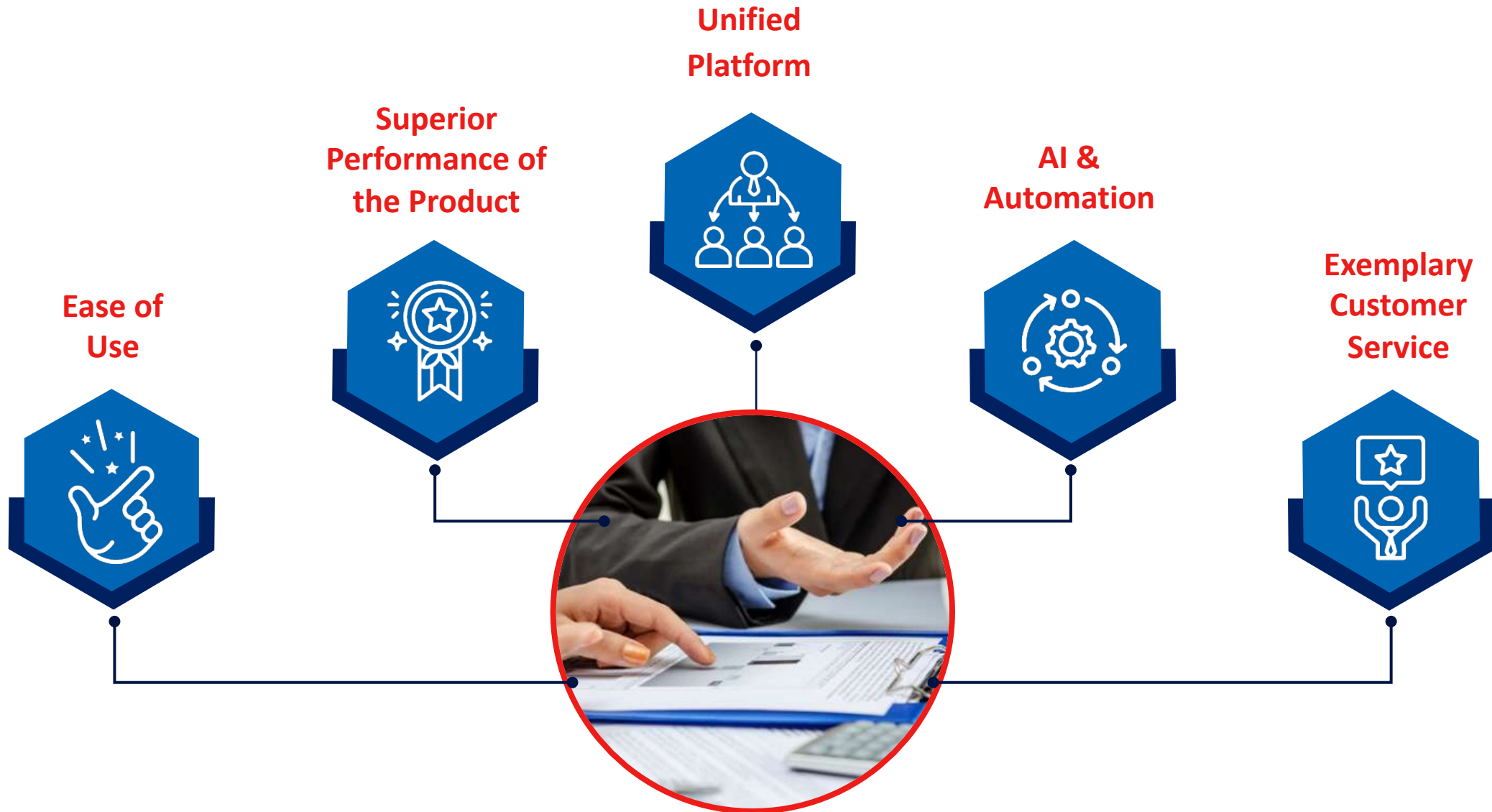


**Nature of Participants**

## Act

<b>Executive Decision</b>	<b>Digital PR / Campaign</b>	<b>Response Management</b>	







# Thank You

The logo for QUICK METRIX features the word "QUICK" in red and "METRIX" in blue. The letter "Q" in "QUICK" is stylized with a red arrow pointing to the right, suggesting speed and direction.

**QUICK**  
**METRIX**

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