



# Empowering Businesses with Customer Centricity

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Social Listening and Tracking (SLT)



“

96% of businesses believe that social listening and tracking tools help them improve the customer experience

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73%

73% of businesses that use social listening and tracking tools report that they have improved their product development process



85%

85% of businesses believe that social listening and tracking tools have helped them improve their crisis management strategies

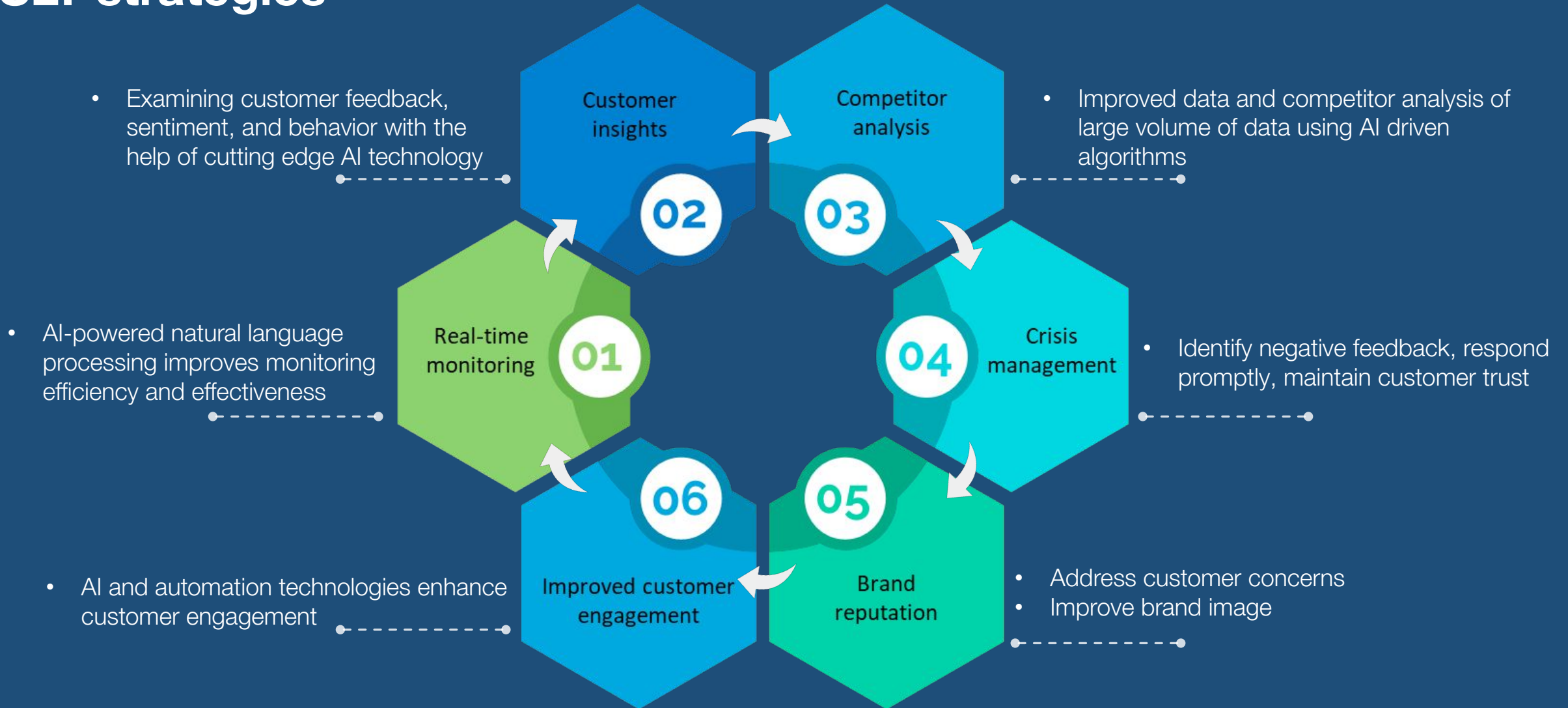


86%

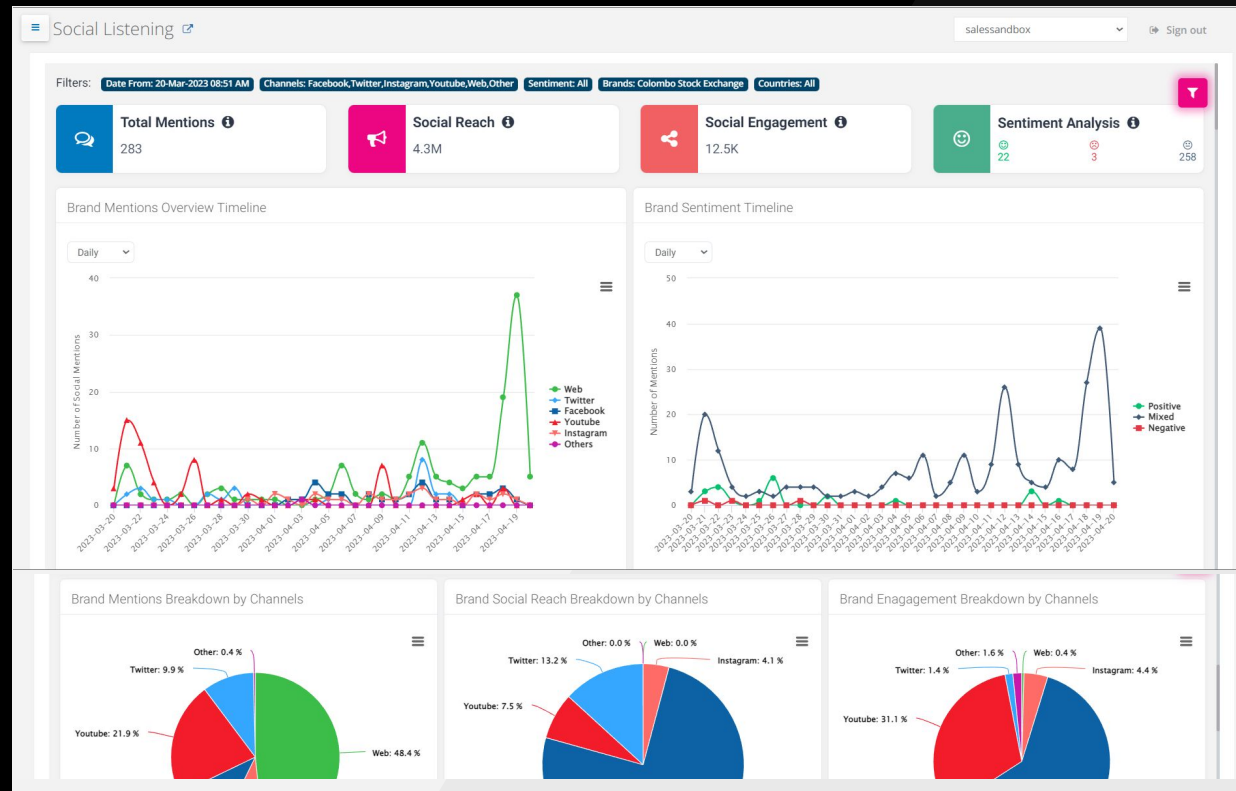
86% of businesses believe that social listening helps them better understand their customers

**Social listening and tracking (SLT)** is a software application that allows organizations to monitor and analyze social media conversations and trends, as well as generate insights from online discussions.

# SLT strategies



# Emojot Social Listening and Tracking



# Linking monitoring sites & monitoring mentions

To:

**General Filters**

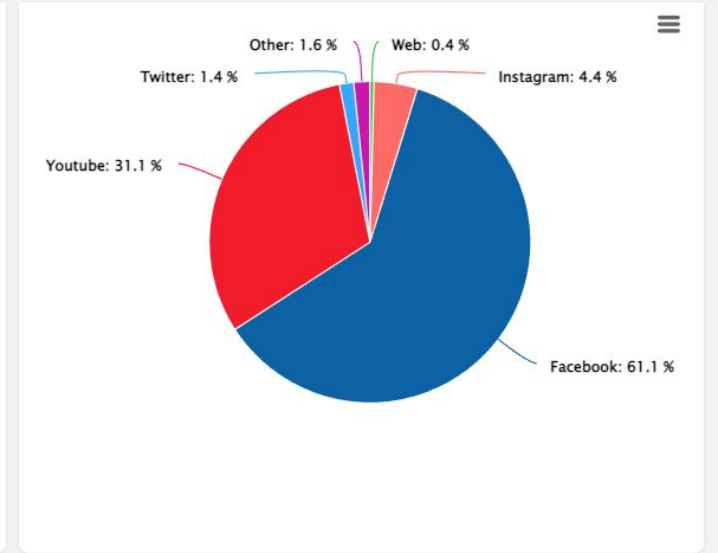
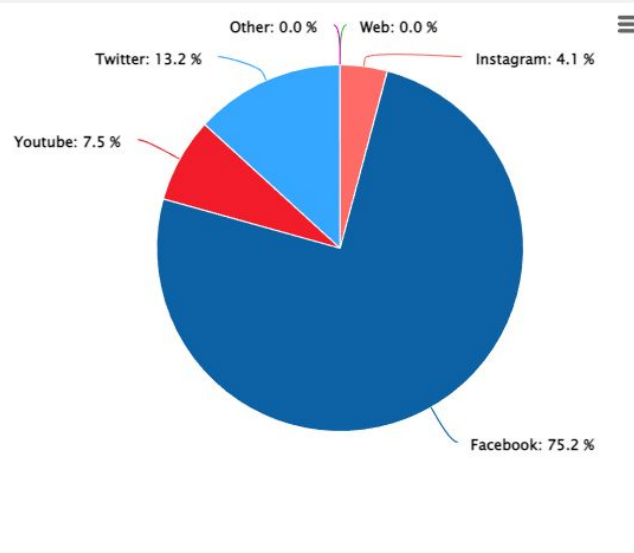
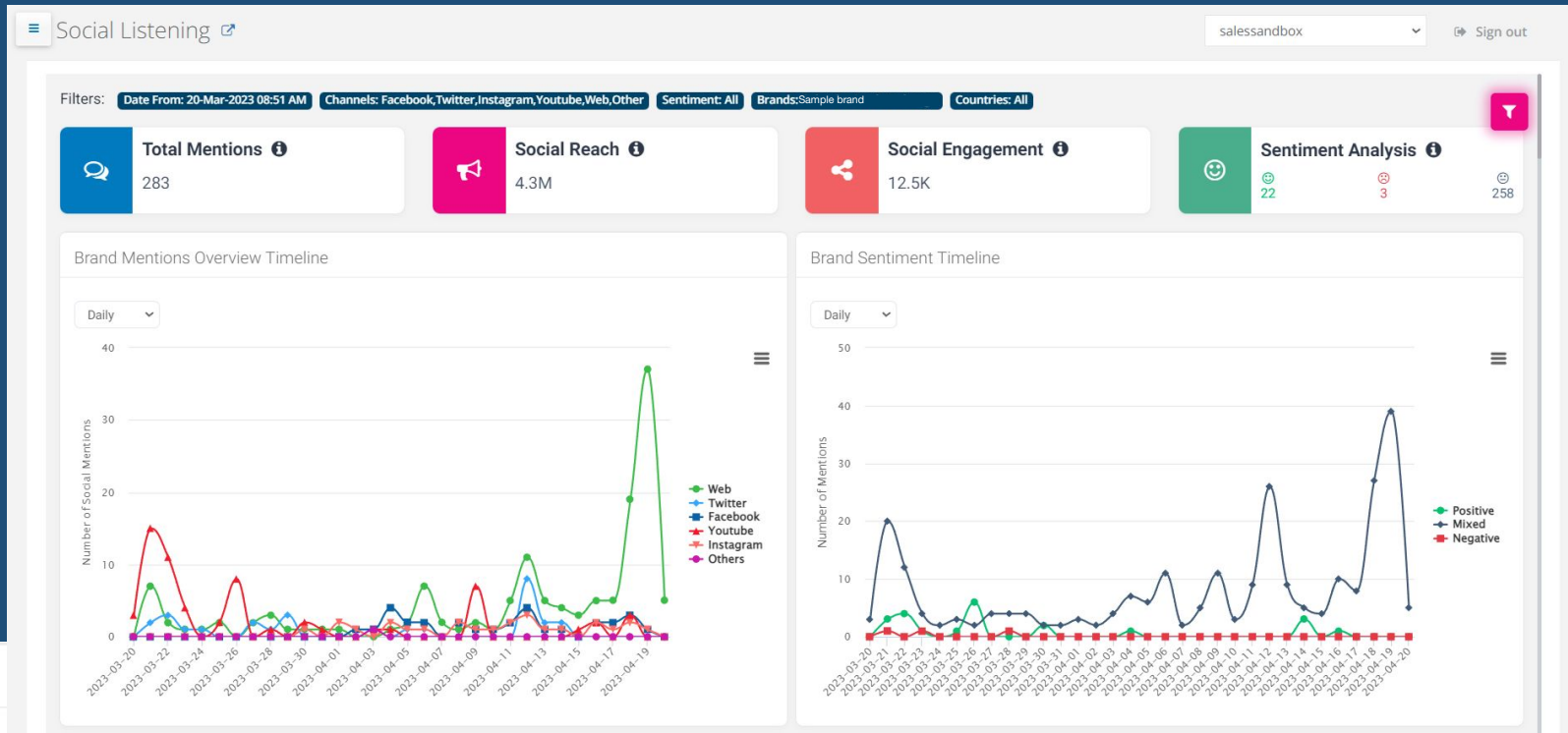
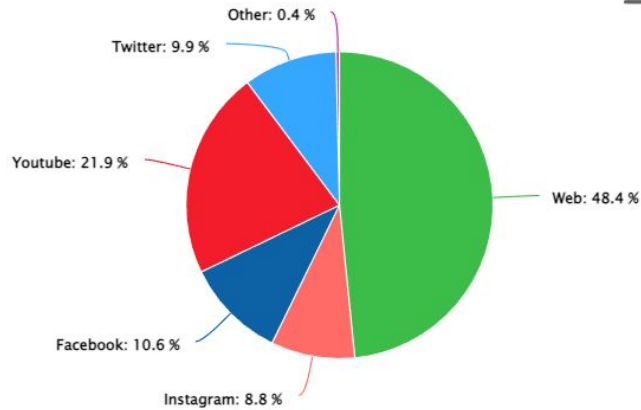
Sentiment:

Channels:  Facebook  Twitter  Instagram  Youtube  Web   Other

Brands:

Countries:

Brand Mentions Breakdown by Channels



# SLT monitoring mentions

Categorization of social media mentions categorized by specific social media platforms and based on keywords

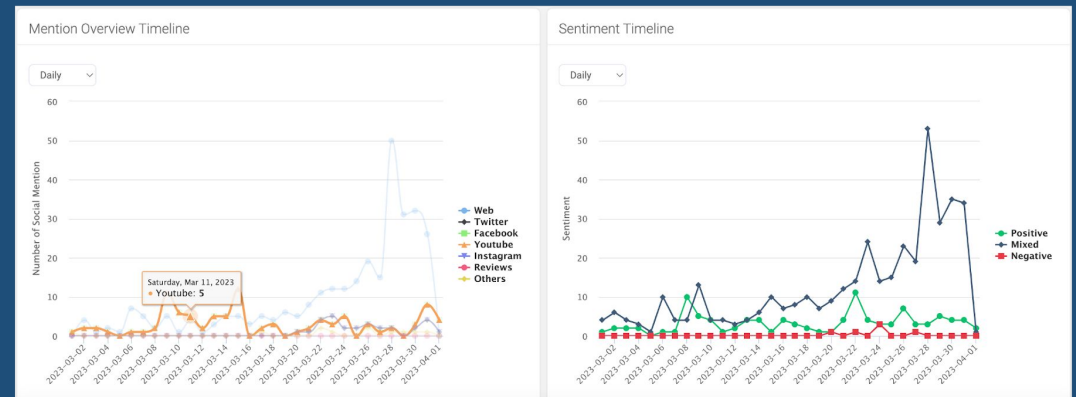
A gallery of trending multimedia content shared on social media platforms, collated through keyword mentions and displayed on a media wall

Social media mentions and performance

Timeline and trend analysis of social media mentions based on their associated sentiments

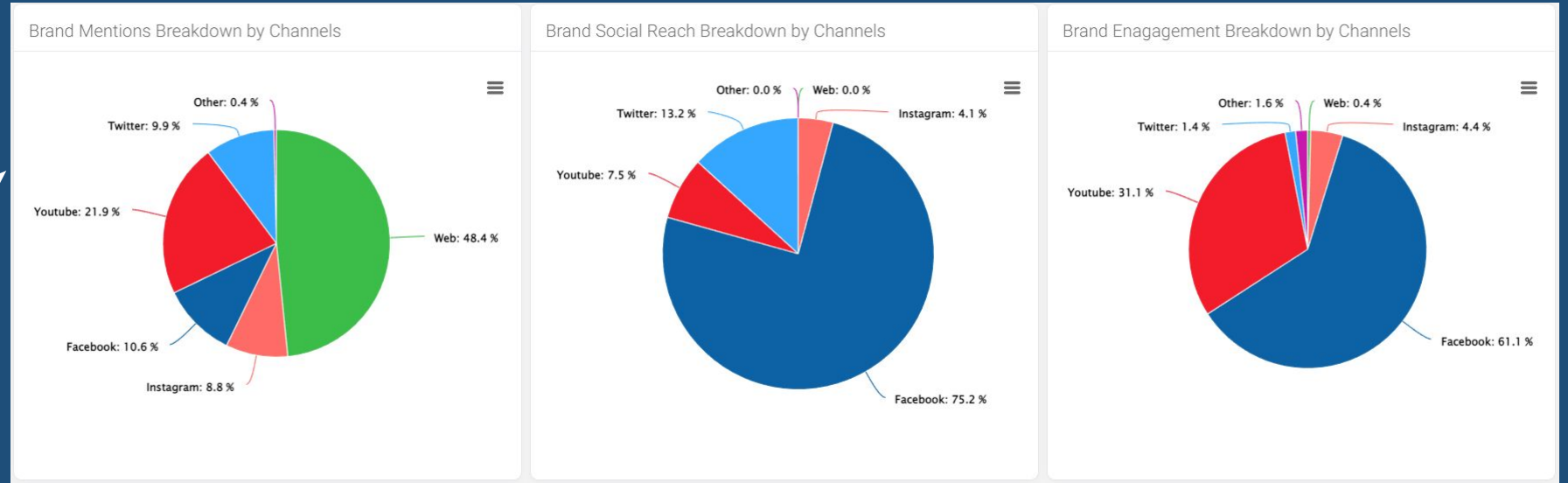
The image displays three social media feeds. The Facebook Feed shows a post from LearnWare about the Annual Graduation Ceremony 2023. The Twitter Feed shows a post from Bug Zero about the 5th Spirallation Demo Day. The Instagram Feed shows a post from Instagram User about Victoria Secret Printed Pant and a post from HAPPIEST GIRL about perseverance.

<b>Total Mentions</b>	<b>Social Reach</b>	<b>Social Engagement</b>	<b>Sentiment Analysis</b>
215	3293.5K	12.5K	54 Positive, 1 Mixed, 160 Negative

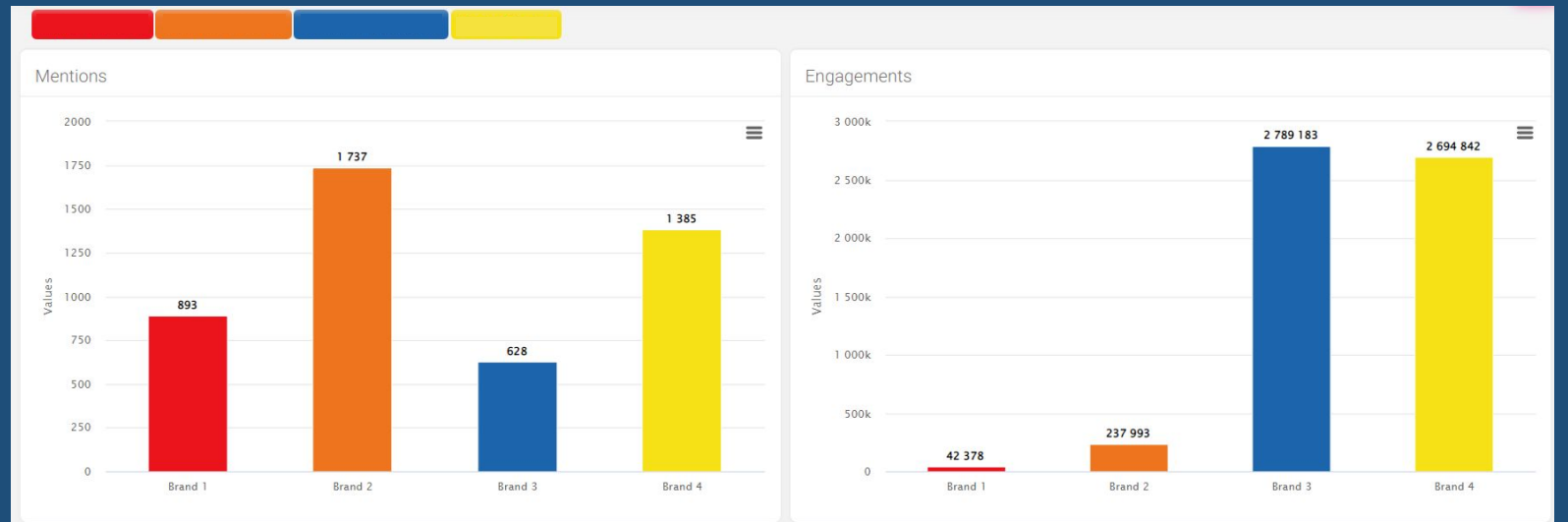


# SLT monitoring analytics

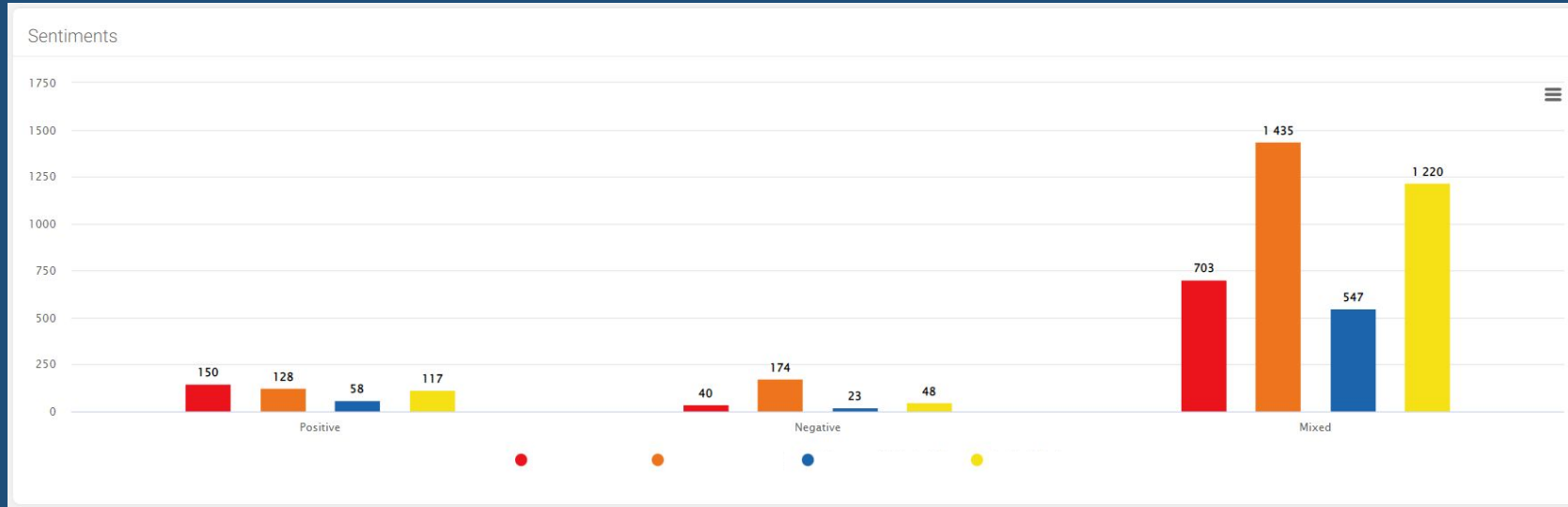
Analysis of brand mentions, reach, and engagement on a social media platform-specific basis



Analyze competitors by measuring the level of mention and engagement

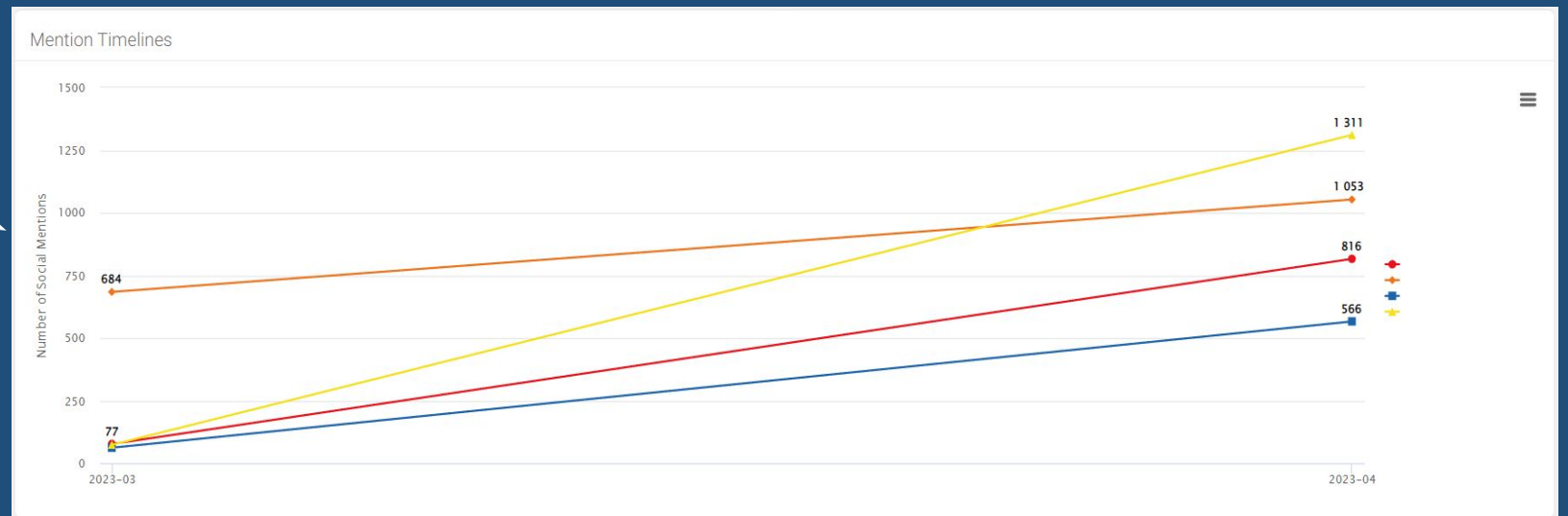


# SLT monitoring analytics



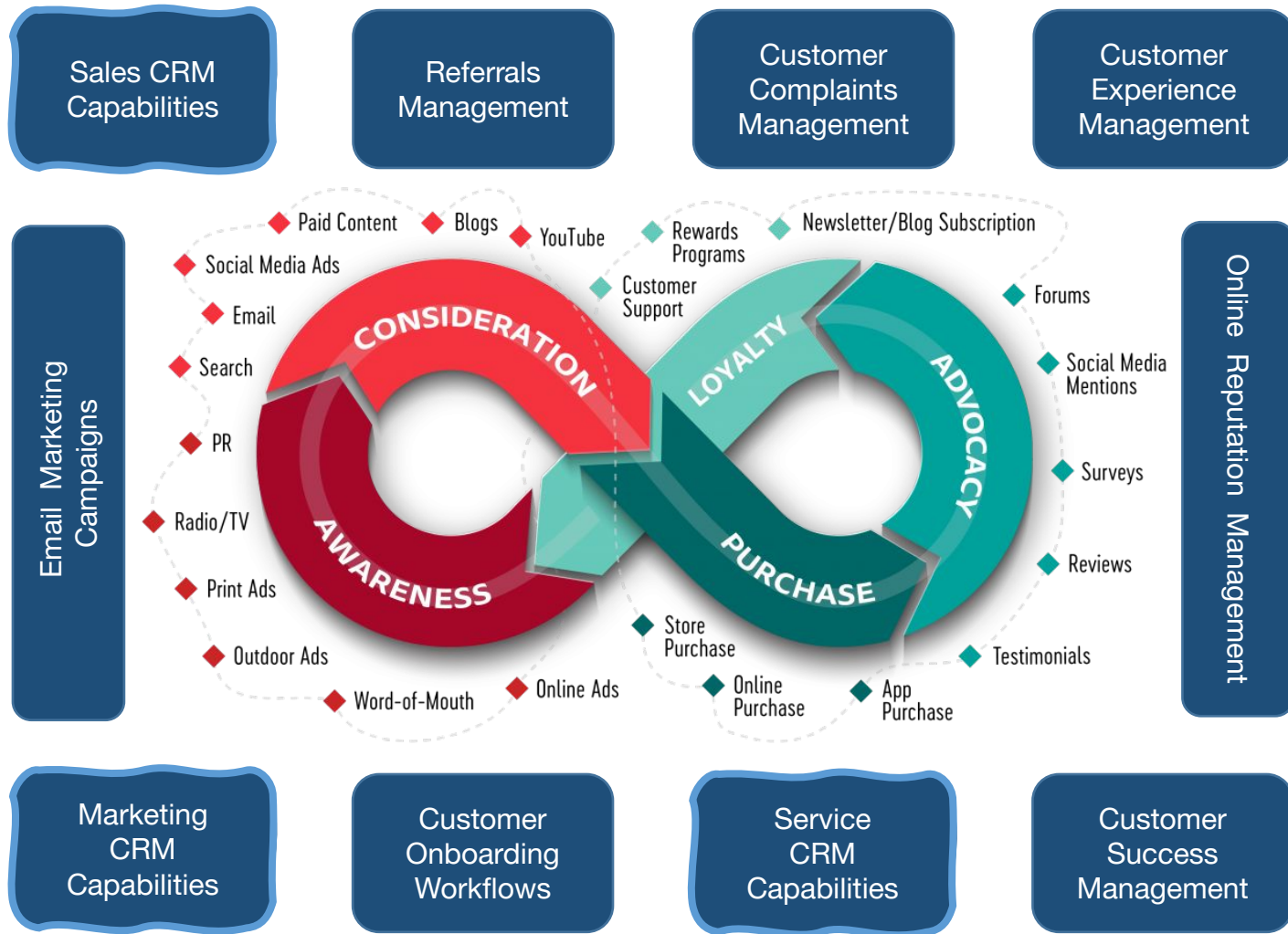
Analyze competitors by examining the sentiment conveyed in social media mentions

Measure online brand performance by comparing the timeline of social media activity with that of competitors





# Emojot enables customer centricity across the customer lifecycle



Customer lifecycle infinity loop:

1. **Awareness** – recognition of a need or problem
2. **Consideration** – research solutions to solve a need or problem
3. **Purchase** – decide on a product or service to solve a need or problem
4. **Advocacy** – spread the word about the greatness of a product or service
5. **Loyalty** – repurchase product or service because of initial satisfaction

## Emojot platform philosophy:

Provide capabilities to place the customer at the center of the business throughout the customer journey.

# Selection of global clients & partners

## Manufacturing



## Healthcare



## Automotive



## Tech, Telco & BFSI



## Retail



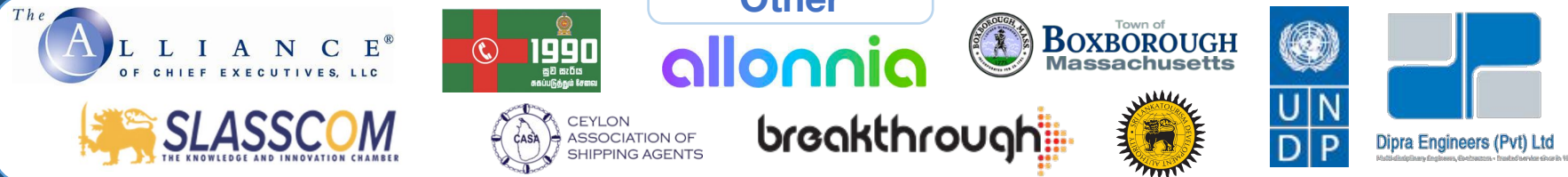
## Travel & Logistics



## Education



## Other



## Partners



# Emojot leadership



**Frank Harbist**  
President, CEO  
& Board Member

- Formerly held leadership positions at Hewlett Packard, ProStor Systems, ActiveScaler, Lavante, and FutureDial.
- B-EE with highest honors - Georgia Institute of Technology; MBA with distinction - Carnegie Mellon University



**Shahani Markus**  
Founder, CTO  
& Chairperson

- Formerly at IBM TJ Watson, Prescient Markets, Virtusa, ICT Agency of Sri Lanka, and University of Moratuwa
- BS (Computer Science & Mathematics); MS (Mathematics); MS (Computer Science); PhD (Computer Science), Purdue University USA

# Emojot co-founders



**Andun Gunawardene**  
Director, Engineering  
BSEE First Class Honors  
(University of Moratuwa)

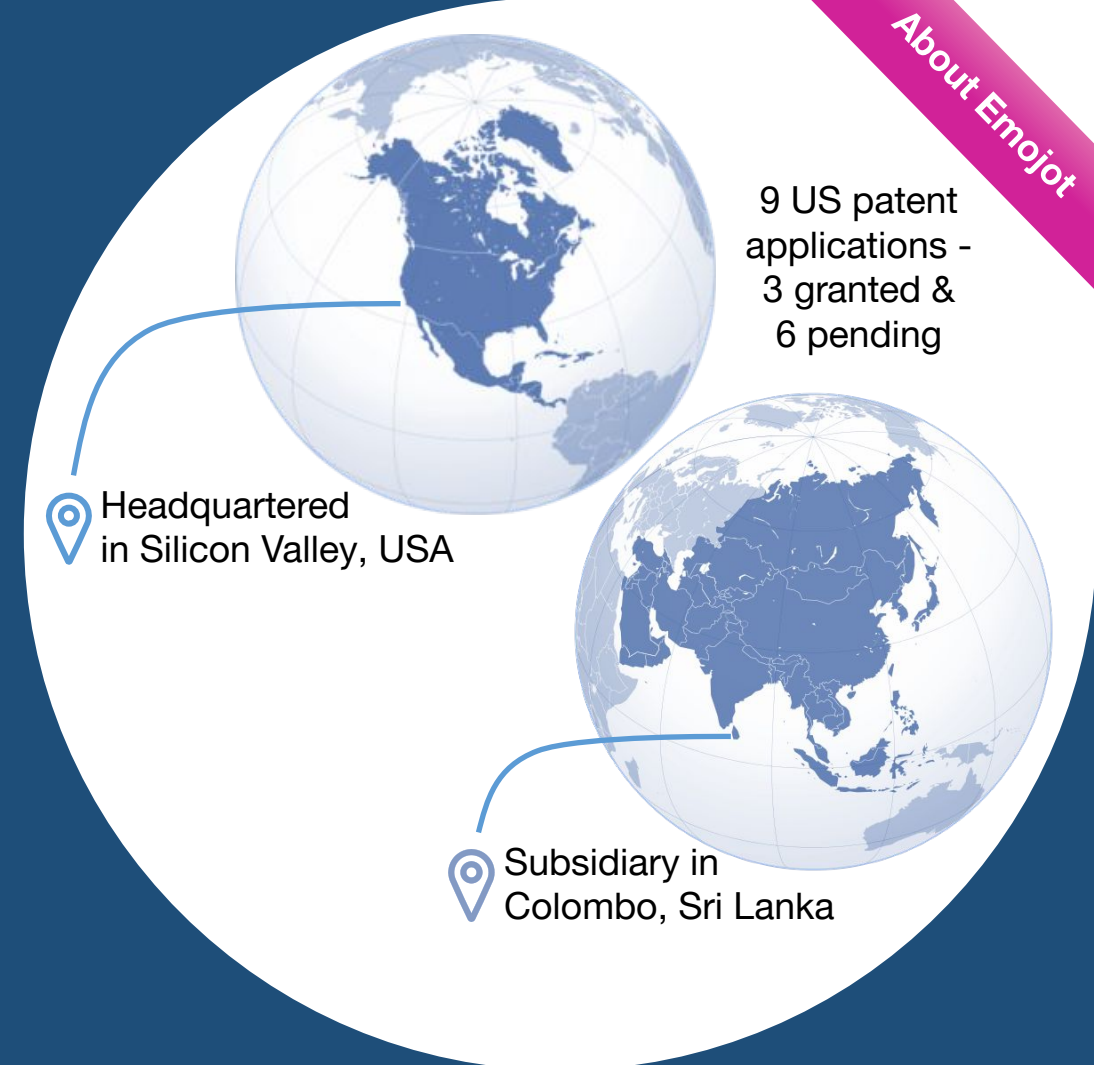


**Sach Ponnampereuma**  
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BSEE First Class Honors  
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**Manjula Dissanayake**  
Board Member  
Ph.D. in Entrepreneurship  
(University of Adelaide)

About Emojot





# Contact us for your customer centric transformation

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