

SOCIAL LISTENING LINKED TO AI CREATES THE FUTURE OF NEXT GENERATION MARKET RESEARCH FOR THE ENERGY SECTOR



Millions of comments are processed every minute

There is a growing demand among marketing managers, communication managers, and product developers to have up-to-date information about customer opinions related to their products and services. The technology is now capable of processing millions of comments per minute from internet sources in a matter of seconds. With the help of SMAP (Social Media Analytics Platform) infrastructural databases and the localized language processing software, which will enter the markets in Croatia, Slovakia, Slovenia, Czech Republic, Germany, and Austria. Social Media Analytics Platform will be able to carry out comprehensive market research activities on almost anything for which a person would never be able to do.

Csaba Dancsházy, Director of Data Analytics tells us how.

In today's fast-paced world, it has become key for companies to get to current customer needs as quickly as possible. They want to know what the consumer society is interested in, what they like and dislike about existing products, and how services could be brought to market that meets the exact expectations of consumers.

Traditional market research has several setbacks, so today, social media, which is expanding at a large scale, can be used to measure feedback, with millions of people commenting on everything every minute. Processing them on a large scale is not an easy task, but the Croatian-Hungarian consortium has found a way to take market research to a new level.

Especially, this is becoming even more important for the energy topic. Social Corporate Responsibility -among other topics- is a message all brands need to consider.

Ad-Vitalis Ltd., Artamet Ltd., and Energo Data d.o.o, partners from Croatia and Hungary jointly present a state-of-the-art approach to market research for the energy sector. The project (project code: 2019-LPP2-006) operates within the scope of the Beneficiary Light (B-Light) Grant Scheme and Interreg V-A Hungary-Croatia Co-Operation Programme 2014-2020.

The primary goal of this project is to enhance cross-border cooperation (CBC) in the energy sector by a process of language localization of a text analytic software, thereby promoting appropriate CBC connections as well as sharing knowledge in order to foster sustainable and value-added exploitation of novel market research in the energy sector.

The consortium staff has experts from several domains, including energy industry experts, data analysts, and IT developers. The team works with market-leading software localized in six new Eastern European languages which are Croatian, Hungarian, Slovakian, Slovenian, Czech, and German.

For more information visit: www.smmapworks.com

About SMAP Works

SMAPWorks provides Social Media Analytics Reports and SMA Platform Services. Using Big Data and AI technology, the platform has the capacity to analyze millions of posts in one minute.

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“A cross-border region where rivers connect, not divide”