

Bilendi

The Solution

Bilendi discuss is a **multichannel conversation and analytics platform** used for agile qualitative and customer experience research.

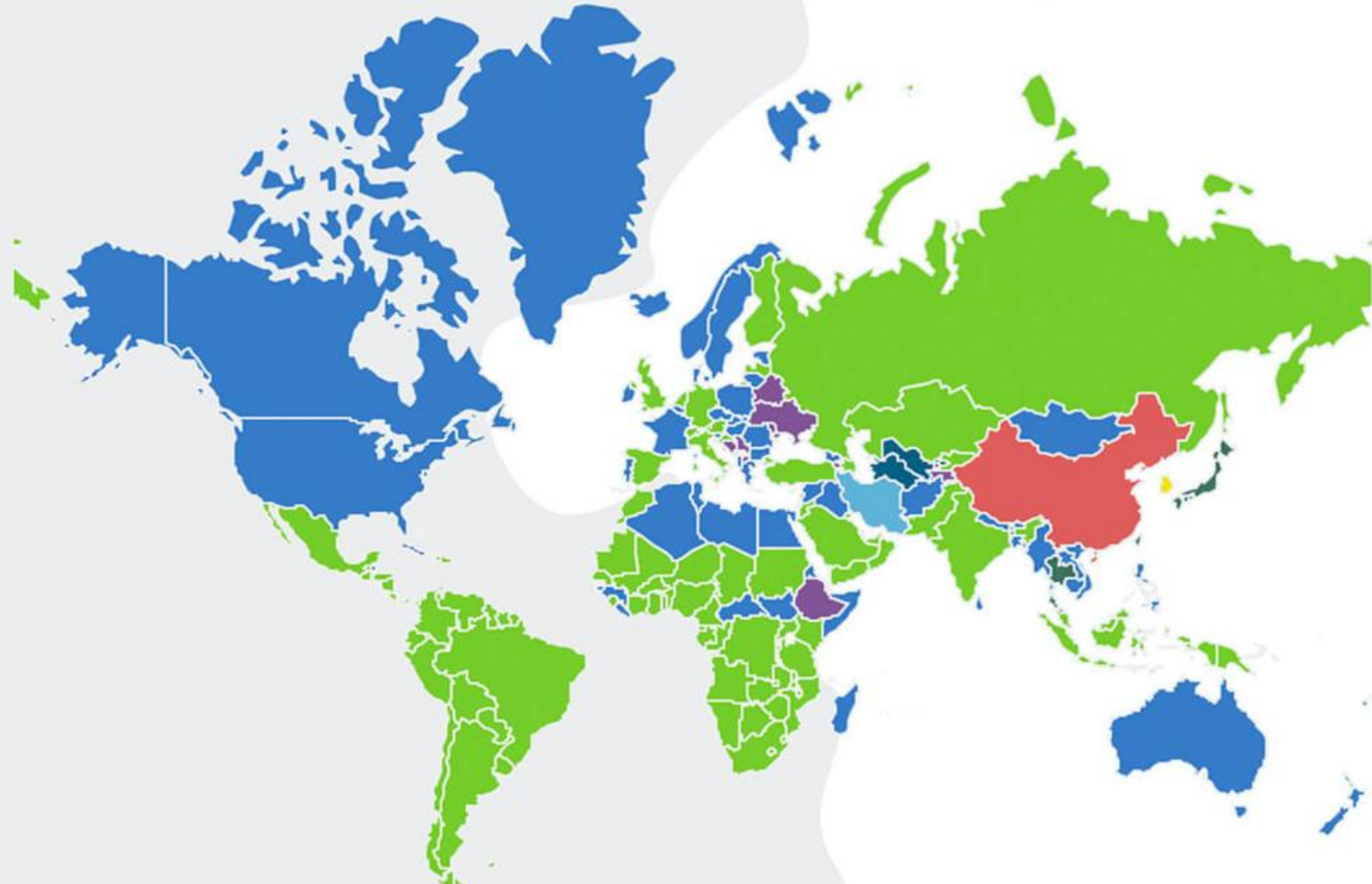
Bilendi discuss enables to collect data from your costumers **in real time through real-life multi-channel conversations, anywhere, anytime, in the moment.**

Bilendi discuss allows you to generate **real-time insights** that can be activated via large-scale bespoke conversations via **Whatsapp, Messenger, Slack, LinkedIn ..**



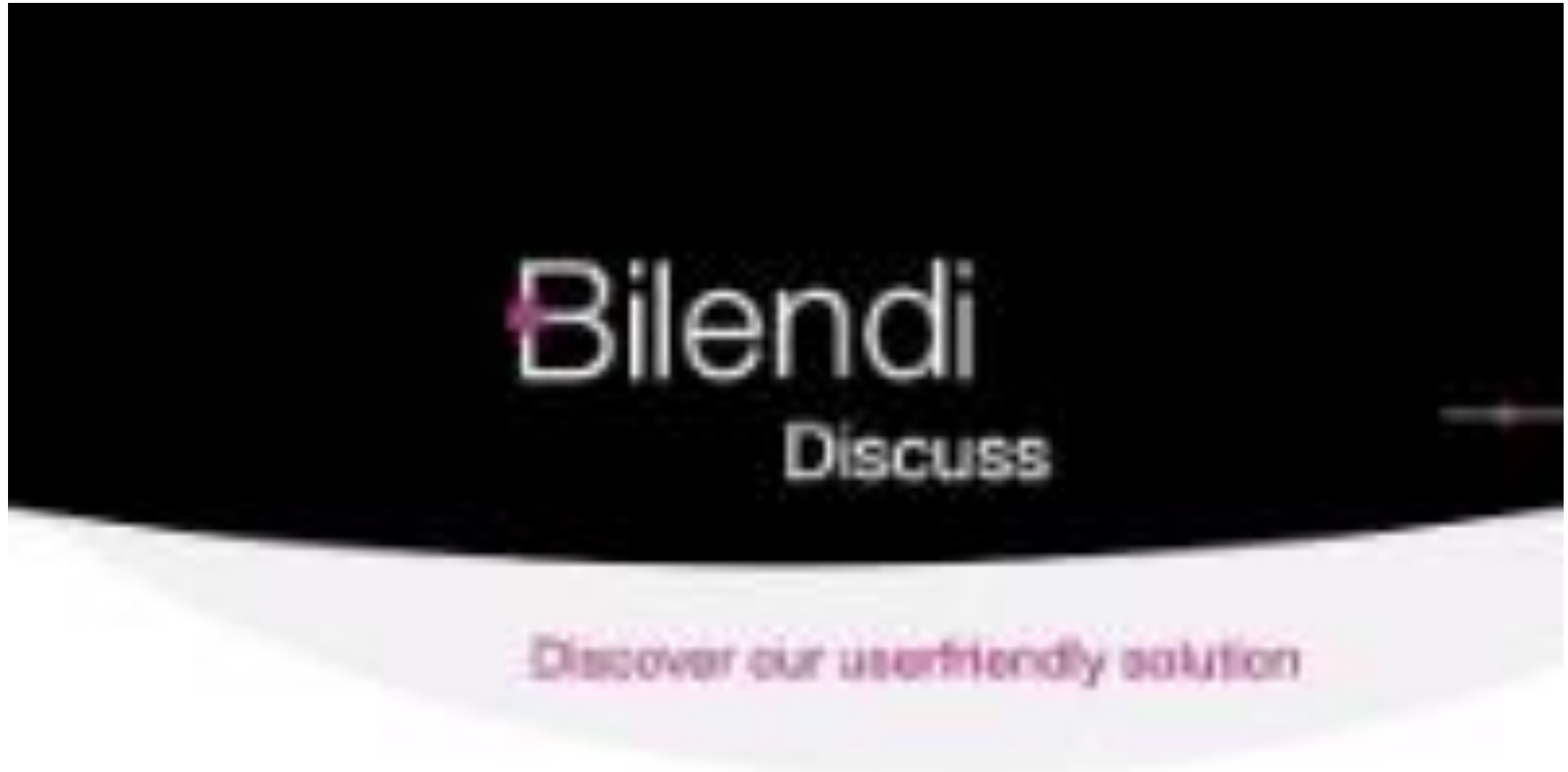
How consumers communicate in 2021

Stats Show That **WhatsApp** & **Facebook** Are Most Widely Used Messenger Apps.



- WhatsApp
- Facebook
- Viber
- WeChat

The Solution





/ Bilendi Discuss

Our case Study – Samsung Insiders

Samsung Insiders

SAMSUNG

>INSIDERS<



Samsung Insiders

SAMSUNG >INSIDERS<



Samsung's briefing

Create a community of Samsung consumers

Aiming to:

- Collect immediate feedback
- Gather in the moment insights (Need for a mobile only solution)
- Provide ease of use and easy engagement with consumers (No need to install and add on or a new app)
- Minimise external recruitment costs

Easy to integrate with the current solutions used for consumer feedback

Samsung Insiders

SAMSUNG

>INSIDERS<



Samsung's briefing

Objective:

1. Validate concepts and ideas in an immediate and interactive way with Samsung consumers
2. Set an interactive conversation between the insights team and the brand's costumers

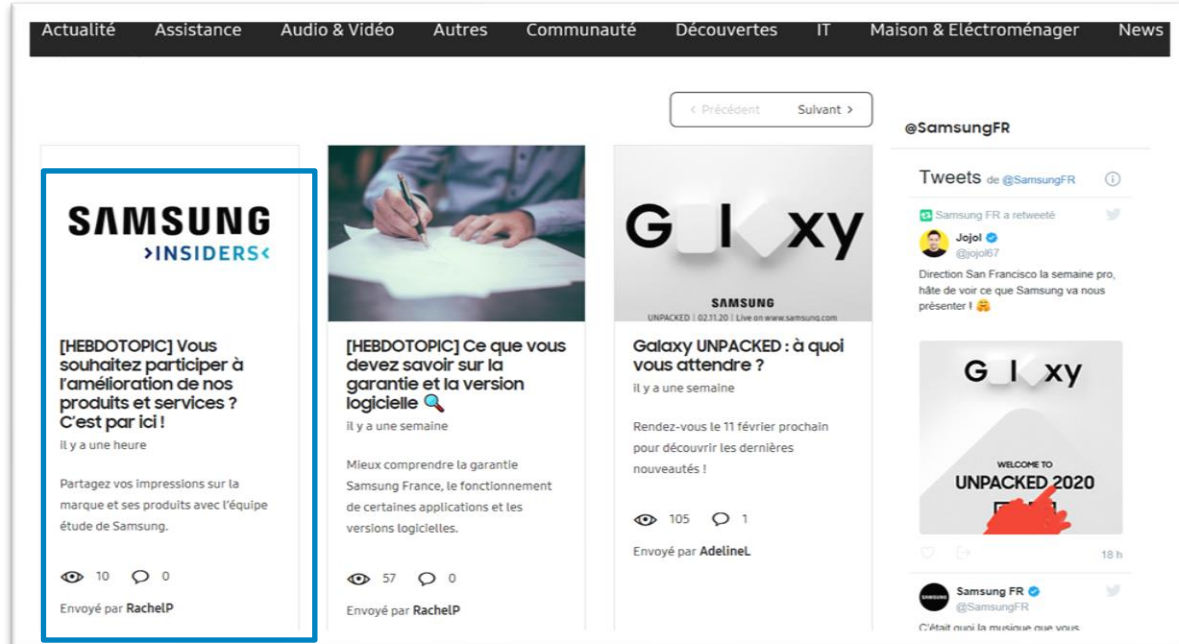
Length: Running the community during the entire year

Incentive: None

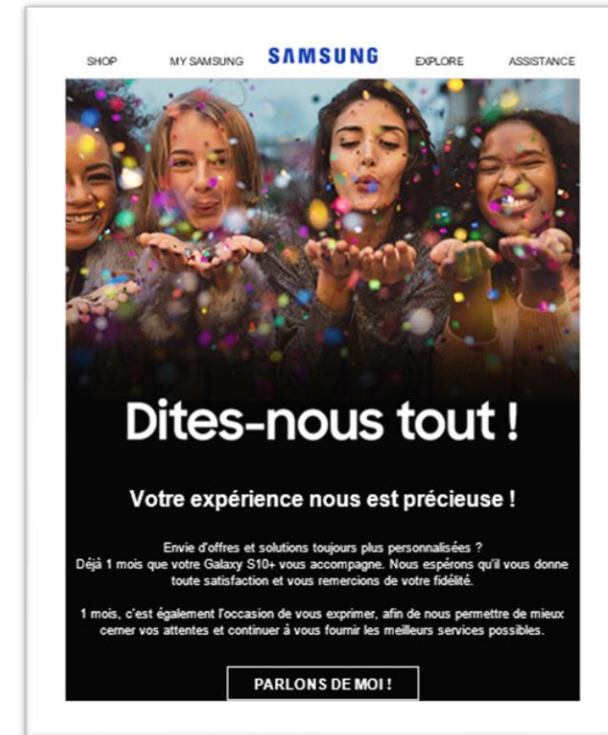
Samsung Insiders

The creation of Samsung Insiders

Via two internal channels



Recruitment via Samsung.com



“always-on” recruitment via
Samsung’s newsletter

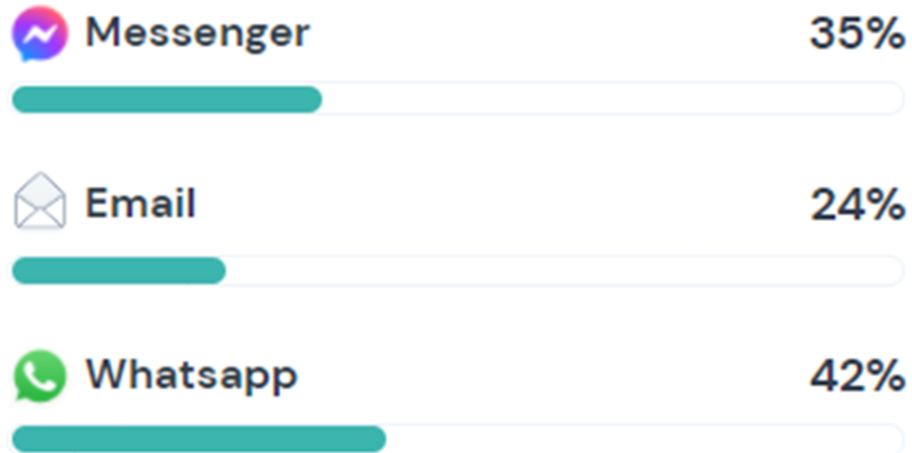
Samsung Insiders

The creation of Samsung Insiders

Users register in the community and choose their preferred messaging platform

Canaux

Liste des canaux les plus utilisés.



Giving the consumer the possibility to choose

Preference:

1. Respondents given the chance to use Facebook Messenger, email and Whatsapp
2. The preferred channel is WhatsApp followed by Facebook Messenger.

Multiple channels and one collection tool: Three different channels used. Data gathered by one single solution.

Samsung Insiders

After registering in the community

Segmentation of the respondents

LY

GROUPE(S)

- CSP: EMPLOYÉ
- SMARTPHONE: SAMSUNG
- ENCEINTE CONNECTÉE: NON
- FOUR: NON
- TV: PHILIPS
- TABLETTE: NON
- BARRE DE SON / HOME CINEMA: NON
- MICRO-ONDES: NON
- NPS: 8
- RÉFRIGÉRATEUR: SAMSUNG
- MACHINE À LAVER: INCONNU
- MODÈLE: S10+
- AGE: DE 18 À 24 ANS
- RÉGION: AUVERGNE-RHÔNE-ALPES

Segmenting the participants with a recruitment questionnaire

Recruitment questionnaire, segmenting by:

1. Age
2. Gender
3. Mobile brand and model
4. Electronic brands and models

Targeting costumers and competitor costumers.

Collecting rich data



IMAGES

Using the camera, the respondent is able to provide context to some of the answers given in text



VIDEOS AND AUDIO

Providing Ease of use means giving respondents the chance to record an audio instead of typing an answer

Some of the respondents prefer recording a video to save time and better explain a process or an action



TEXT

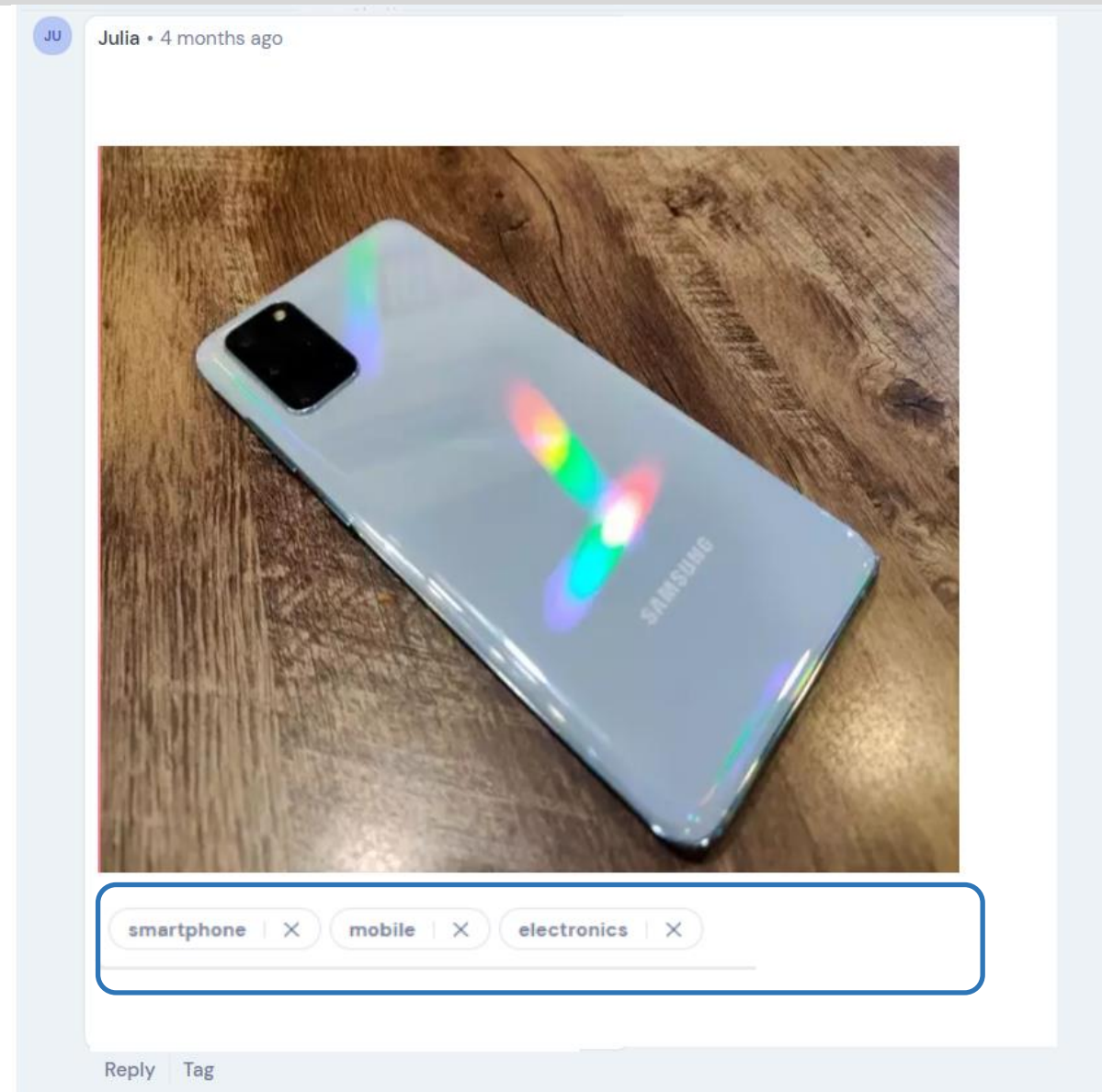
Some respondents still prefer to type their answers.

Collecting and analysing data in real-time

Bilendi Discuss enables us to automatically code the image content

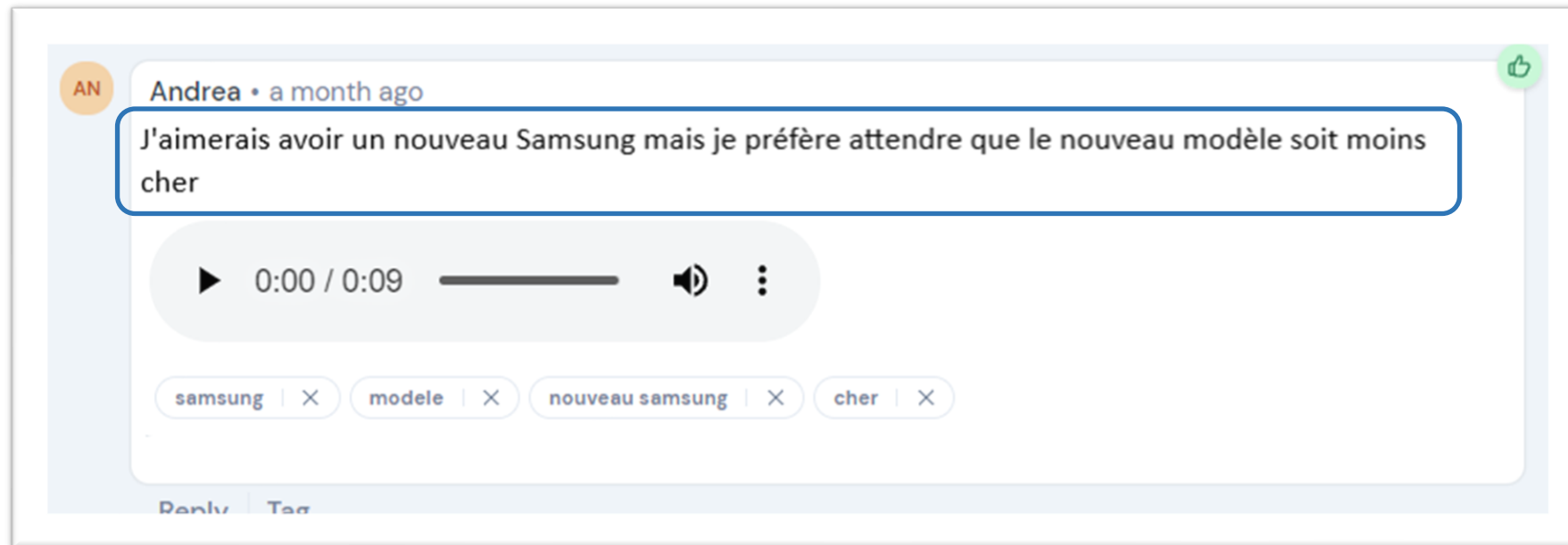
Participants uploaded **more than five hundred pictures** which were coded by the AI engine in real time

This enabled us to process multimedia content faster and focus on the insights analysis rather than in preparing the data set.



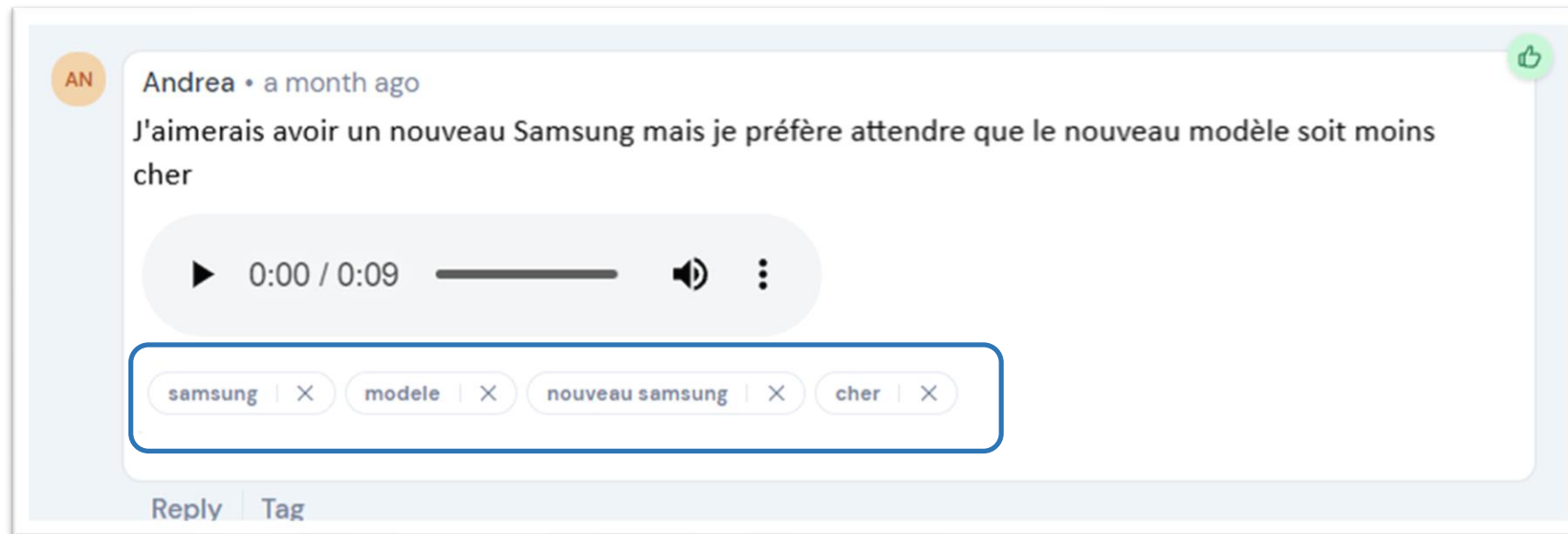
Collecting and analysing data in real-time

Over 1,000 audios sent. Bilendi Discuss allowed us to **automatically transcribe** all the audios recorded by the participants of the community



Collecting and analysing data in real-time

Transcribing and...also **automatically tagging** the content

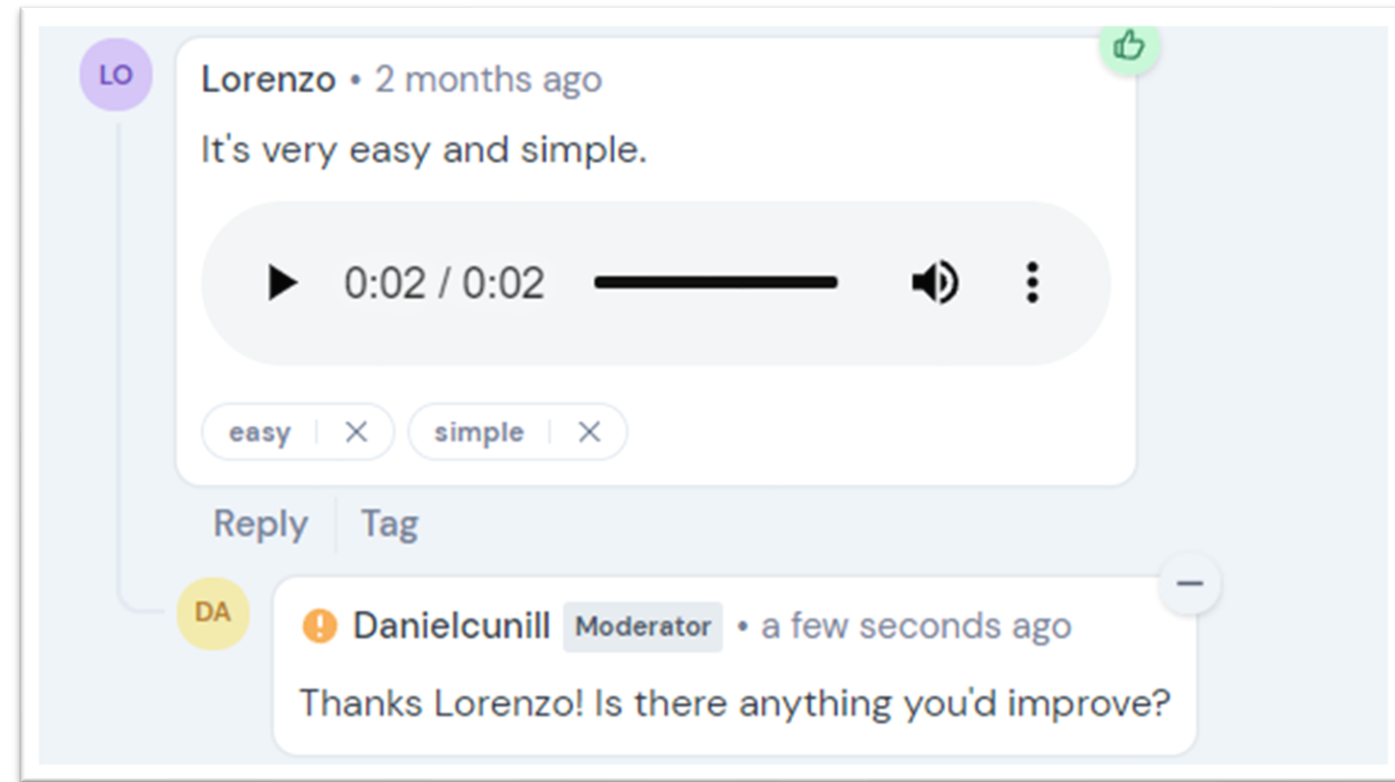


Collecting and analysing data in real-time

We could **moderate a discussion**, individually or collectively.

We were able to set one to one conversations with participants. This enables us to:

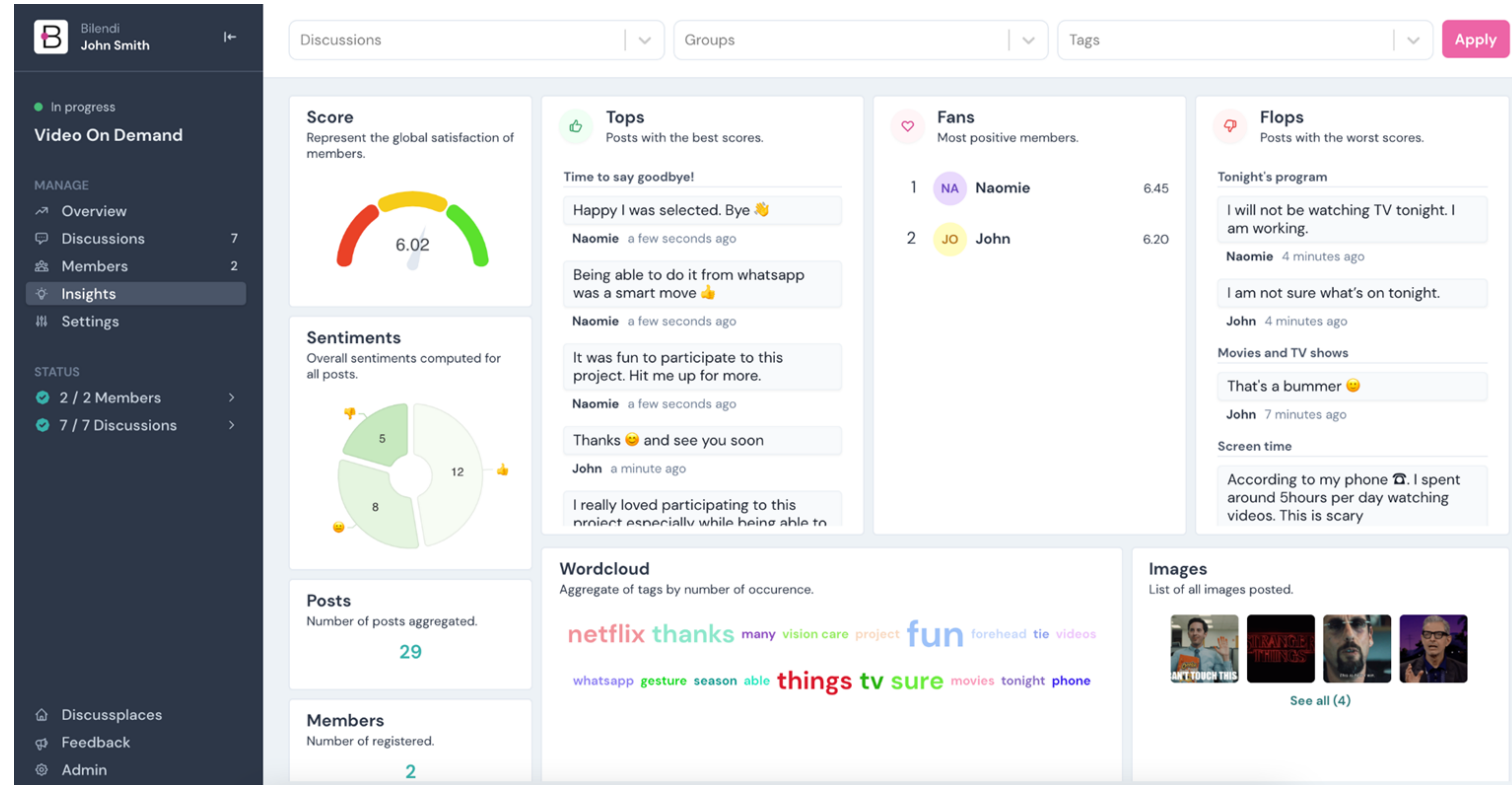
- Get a more granular feedback
- Have an open dialogue with participants



Data analysis

All posted content **is automatically analysed** in real time by our AI engine and accessible to customizable dashboards

- Content auto-tagging: verbatims, image
- Sentiment analysis
- Word cloud
- Tops and Flops 👍, 😐, 👎
- Fans detection
- Filterable views



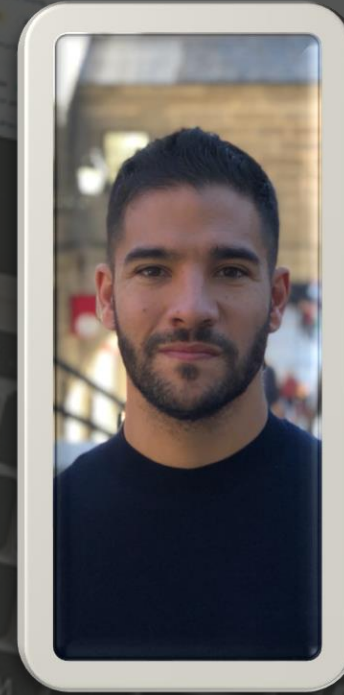
Key Take Aways

- Using a tool fully adapted to how consumers communicate today
- Using the preferred messenger app for the respondent
- No need to download a mobile app
- Get a high level of engagement
- As a result, we reduced the participant recruitment costs vs other solutions
- 100% Mobile, 100% in the moment
- The moderation feature enabled us to get more granularity
- Easily collecting data via multiple apps in more than 20 languages
- Having the ability to process insights faster thanks to the use of the automated tagging and transcription of videos and pictures
- Getting the ability to run a community during an entire year



**TRY ME AND
WIN A PAIR
OF AIRPODS
PRO!**

Let's discuss



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With Bilendi discuss you can generate instant insights through online, large-scale, personalised conversations on participants audience's preferred messaging channels