Daniel Cunill
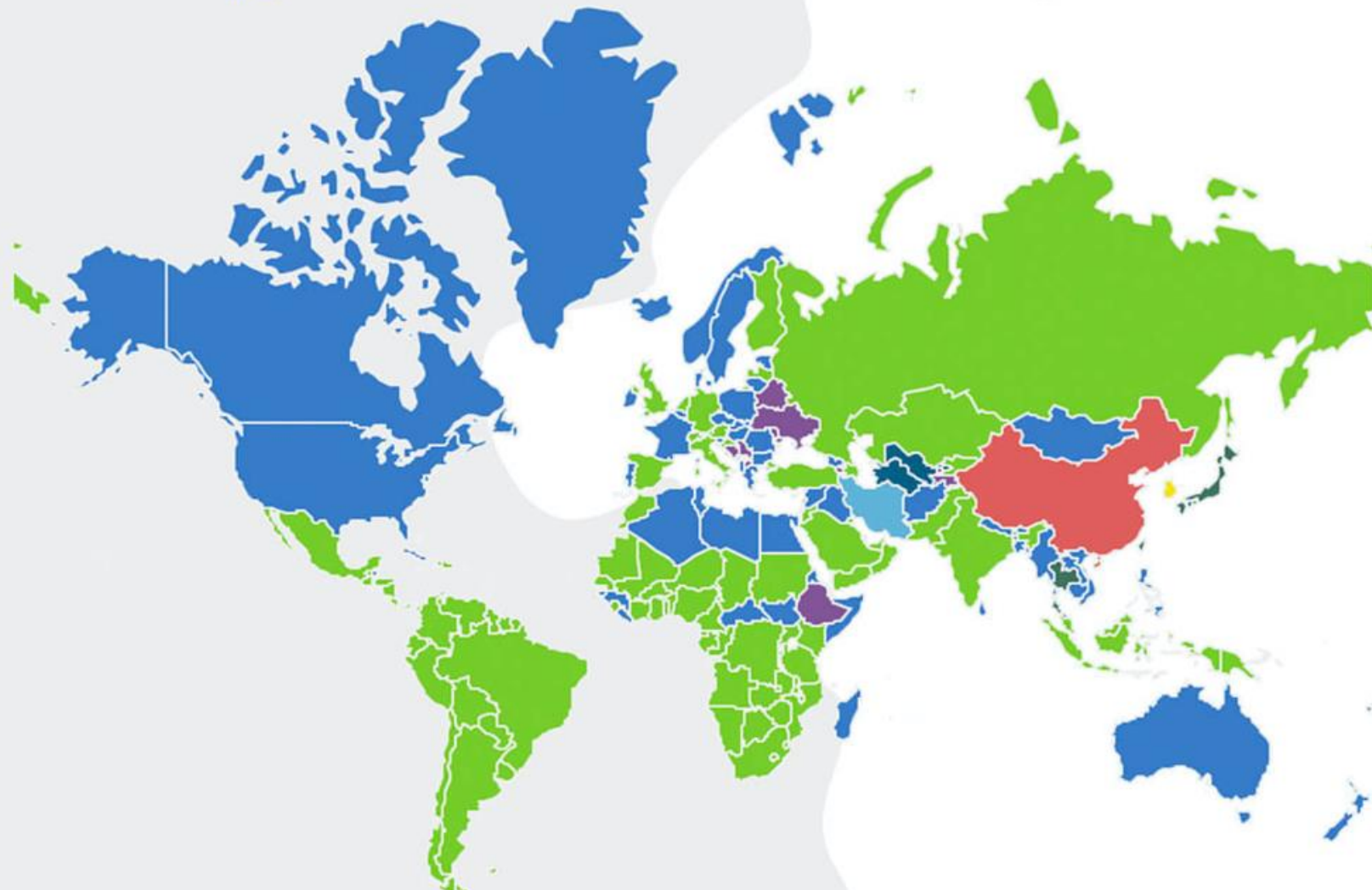**Director for UK Market Research Services**
Email: d.cunill@bilendi.com

How consumers communicate in 2021

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

- 🟢 WhatsApp
- 🔵 Facebook
- 🟣 Viber
- 🔴 WeChat

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 consumers **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**

The Solution

/ Bilendi Discuss

Our case Study – 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 addon or a new app)
- Minimise external recruitment costs

Easy to integrate with the current solutions used for consumer feedback

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 (and competitor brands) costumers

Length: Running the community during the entire year

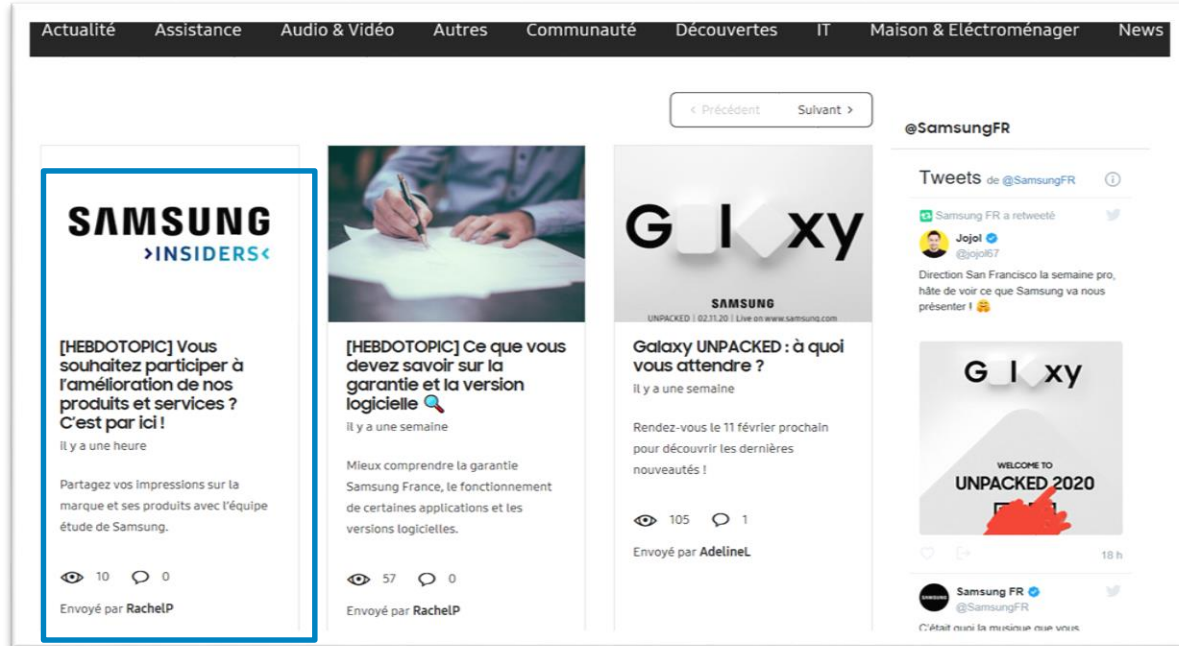**Incentive**: None
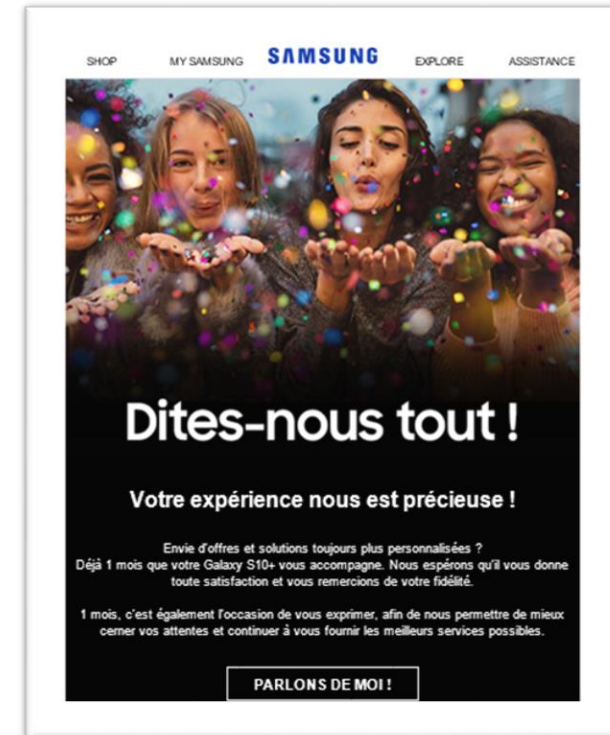
Samsung Insiders

Samsung Insiders

The creation of Samsung Insiders

> **Via two internal channels**

Recruitment via Samsung.com

"always-on" recruitment via Samsung's newsletter

Samsung Insiders

After registering in the community

Segmentation of the respondents

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. Location
4. Mobile brand and model (Samsung vs competitors)
5. Other Electronics brands and models
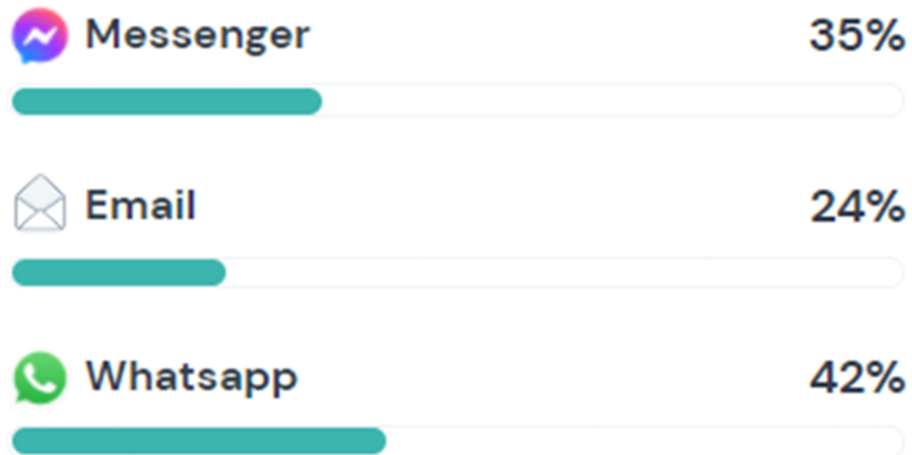
Targeting costumers and competitor costumers.

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.

Messenger   **35%**

Email   **24%**

Whatsapp   **42%**

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.

Collecting rich data

IMAGES

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

Over 5,000 images collected so far.

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

Over 1,000 audios and videos collected so far

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 have uploaded so far **more than five thousand pictures** which were automatically 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.
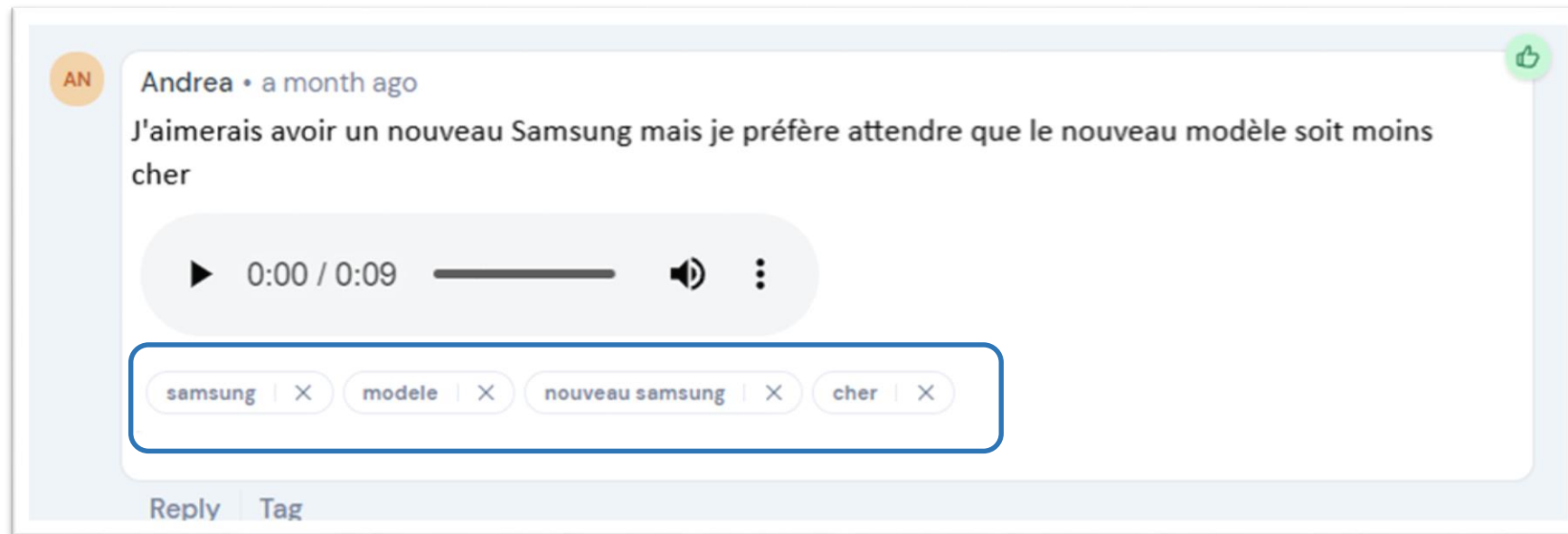

JU Julia · 4 months ago

smartphone ✕   mobile ✕   electronics ✕

Reply   Tag

13
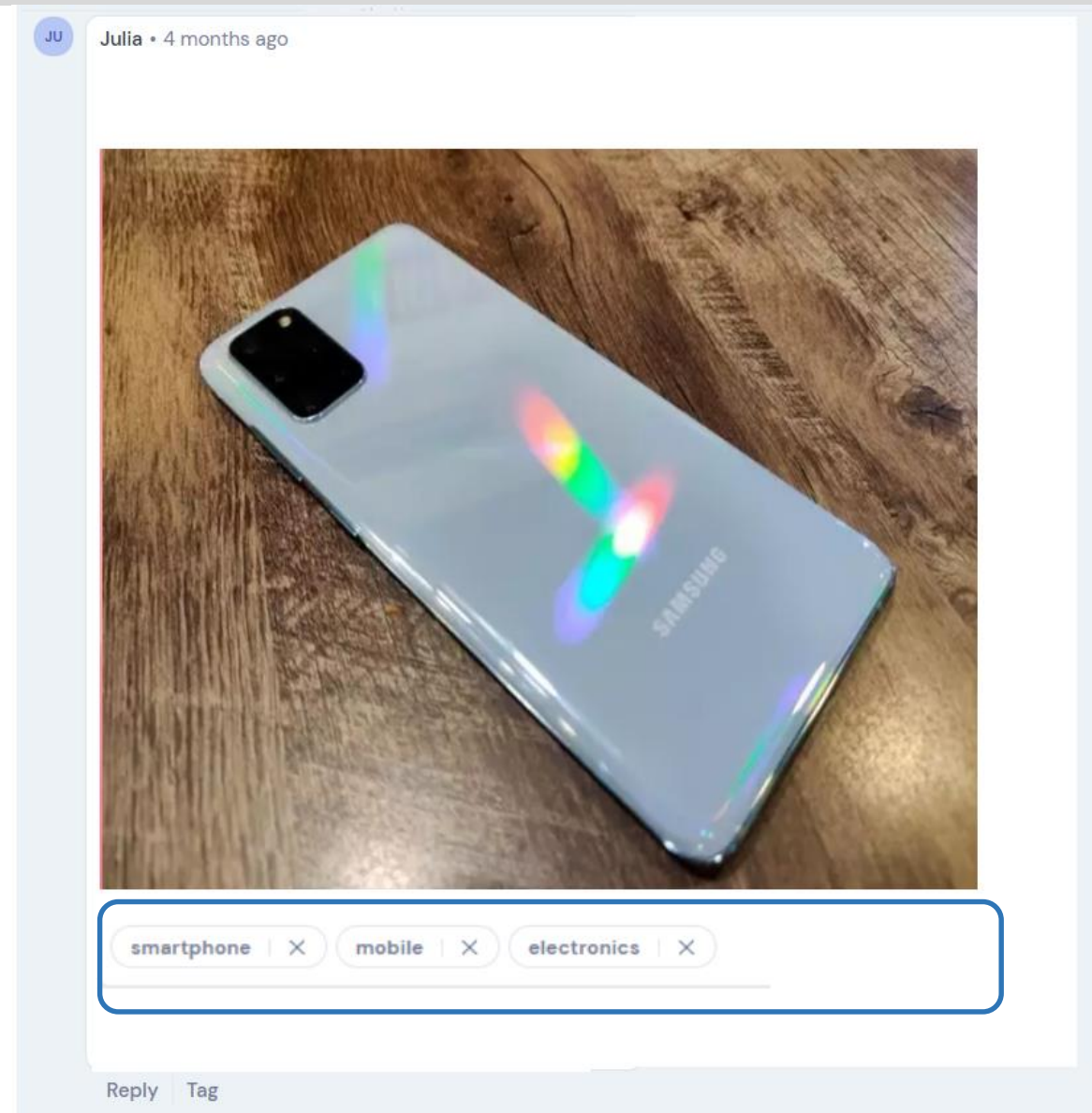
Collecting and analysing data in real-time

Over 1,000 audios sent. Bilendi Discuss allowed us to automatically transcribe all the audios recorded by the participants of the community
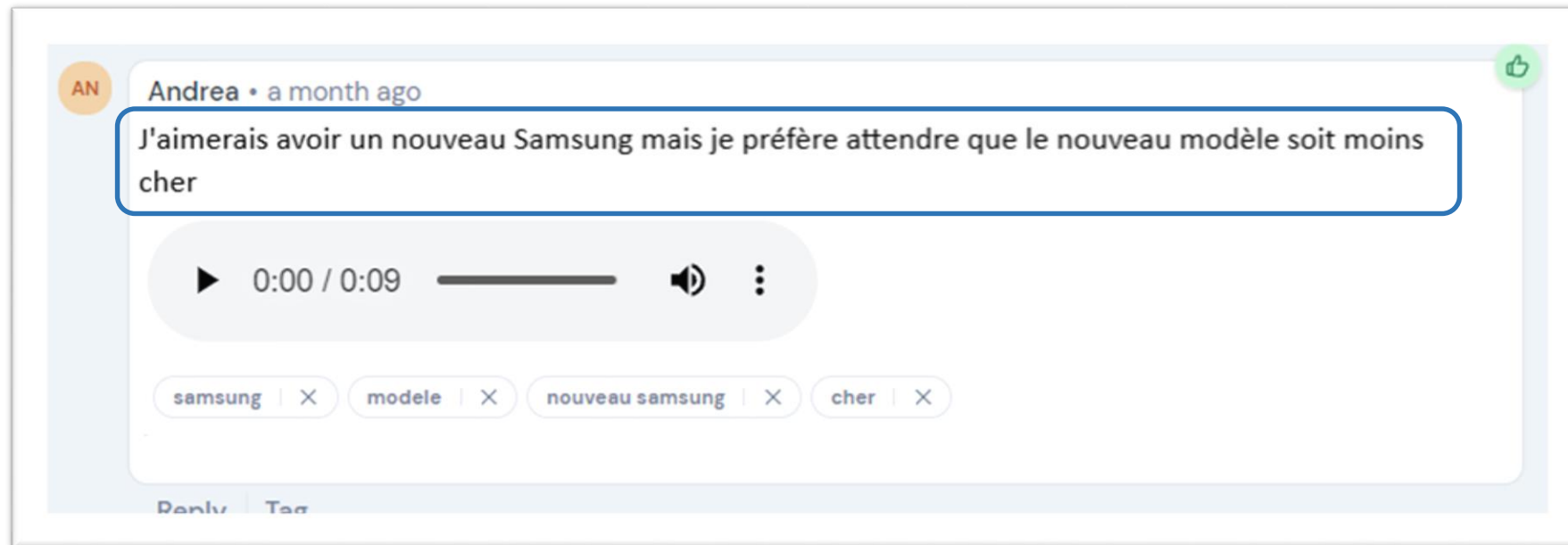
Collecting and analysing data in real-time

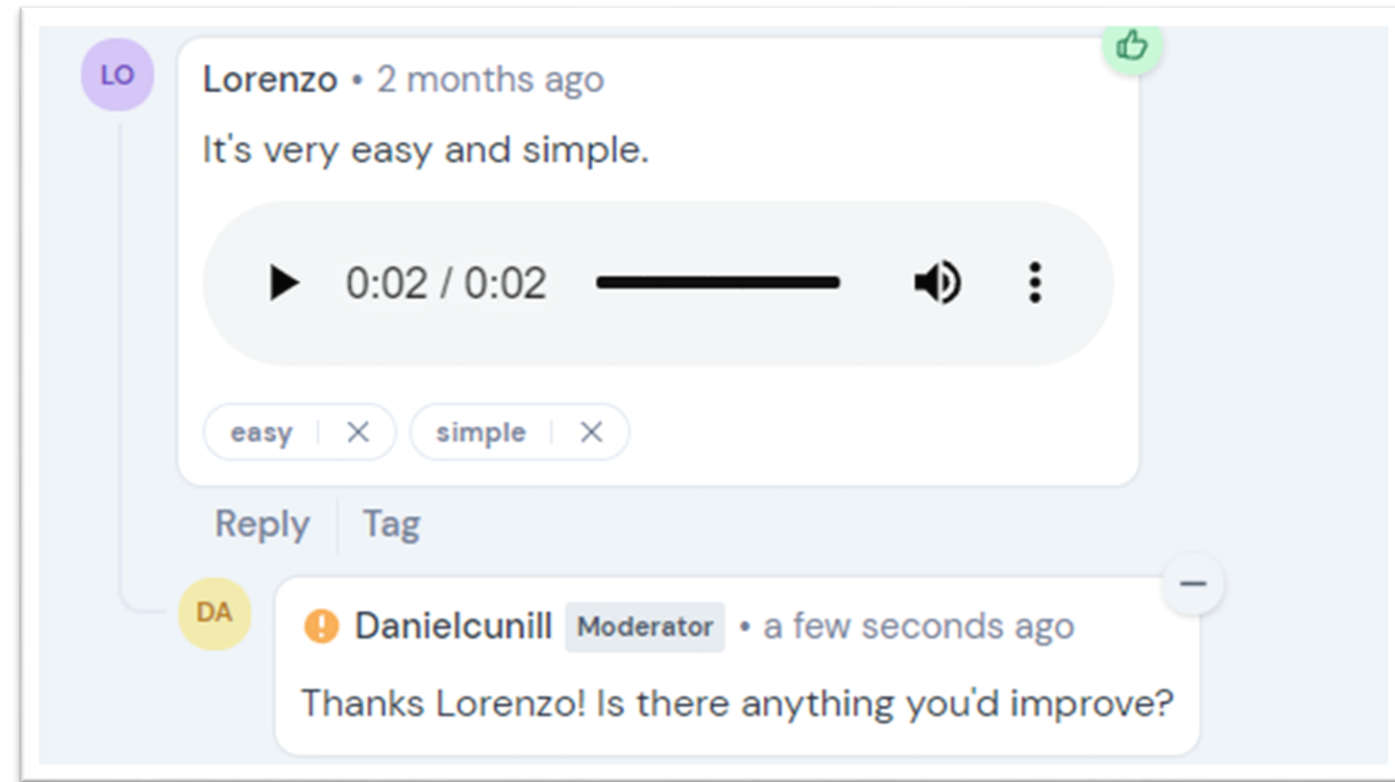**Transcribing and…also automatically tagging the content**

Collecting and analysing data in real-time

We could **moderate a discussion**, asking individual questions or group questions to the entire group.

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

Mobile Focus Groups

Samsung had the ability to create Whatsapp groups where the communication was **individual** (respondents were able to only hold conversations with the moderator) or **collective** (respondents able to hold a conversation with the moderator and other respondents)
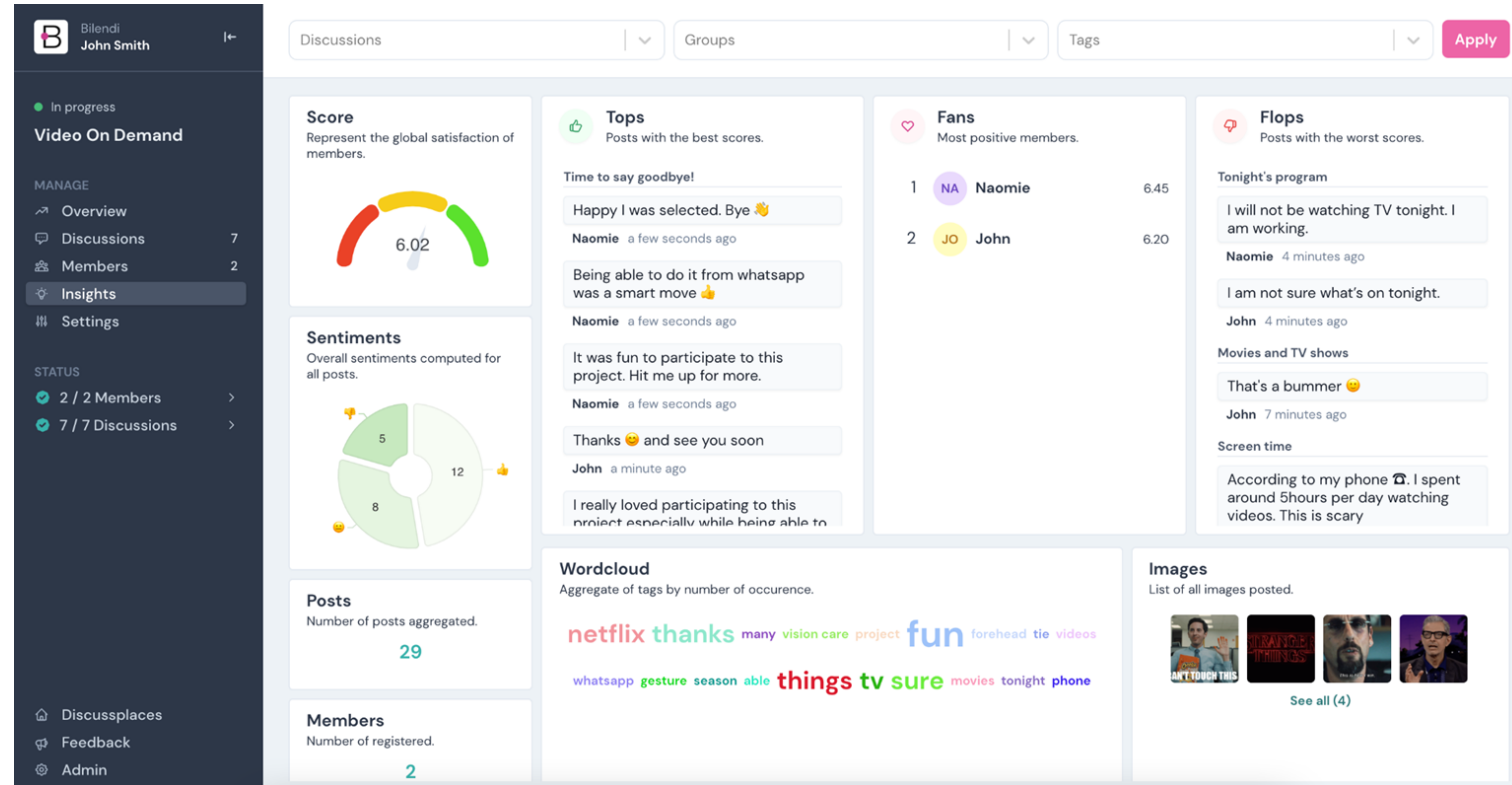
- Focus Groups with specific clusters
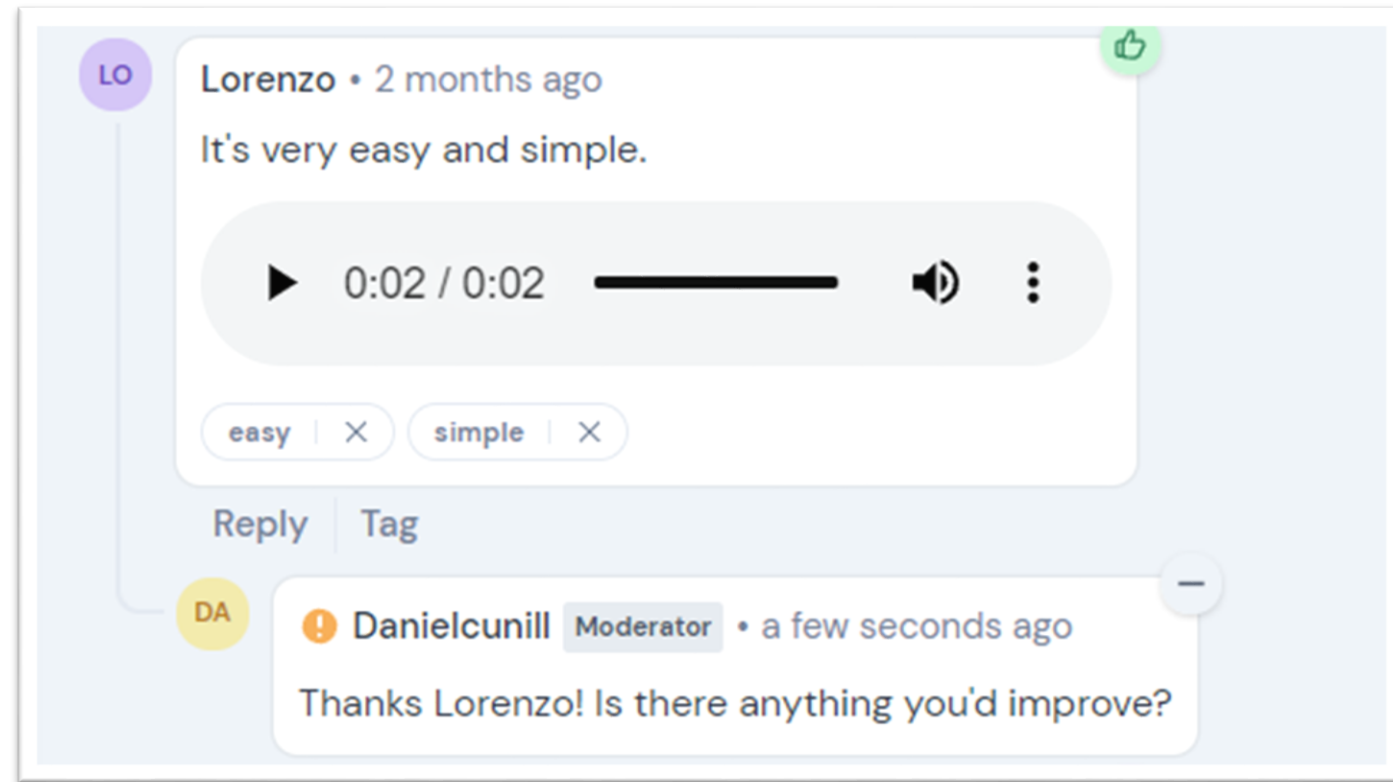
Data analysis

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 for all answers

- Word cloud

- Tops and Flops 👍, 😐, 👎

- Fans detection

- Filterable views

Key Take Aways

- We were able to achieve a **high level of engagement**

  - 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

- As a result, we **reduced the participant recruitment costs** vs other solutions

TRY ME AND WIN A £200 VOUCHER!

Key Take Aways

- 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 without incentives
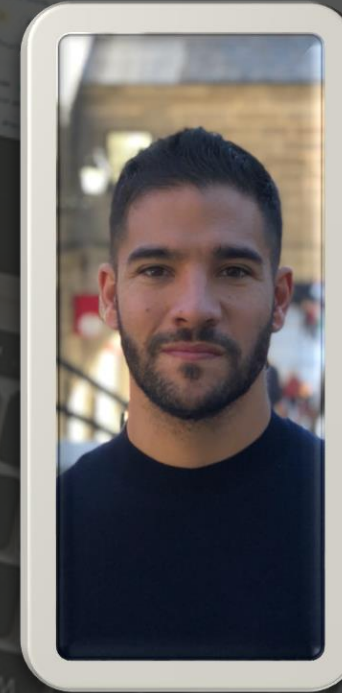
TRY ME AND WIN A £200 VOUCHER!

Bilendi Discuss **QUIRK'S**

Let's discuss and visit us at our stand

Daniel Cunill
d.cunill@bilendi.com

TRY ME AND WIN A VOUCHER WORTH £200!

Daniel Cunill
Director for UK Market Research Services
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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