Listening Platforms

MIT Students
What is a Listening Platform?

What are they saying?

How do I find our customers online?

Who is talking about my brand?

How do I engage the online community?

Who is blogging about our brand?

How many fans do I have?

How can we respond to online chatter?

Are people following our tweets?

Actionable Insight into the Voice of the Consumer
What is a Listening Platform

- Customers on Social Media
- Listening Platforms
- Companies
- Relationships
- Loyalty
- Data Insight
- Conversations
- Opinions

Image by MIT OpenCourseWare.
Emergence of Listening Platforms

- Social Media Usage and Influence Increases
- Company Control of Brand Image Shifts
- Listening Platforms Develop in Response
Practical Applications

“What team do you work for within your company?”

- Marketing: 37%
- Market research: 25%
- Corporate communications/PR: 18%
- Analytics: 10%
- Other: 10%

Base: 153 respondents who use a listening platform

Source: Q2 2010 Global Listening Platforms Forrester Wave™ Customer Online Survey

Practical Applications:
Innovation

- Measurement
- Replication
- Experimentation
- Sharing
What are the Challenges?

- Company Culture

Organizational Transformation

Image by MIT OpenCourseWare.
What are the Challenges?

- Company Culture
- Lack of a Strategy
What are the Challenges?

- Company Culture
- Lack of a Strategy
- Getting to Level 3
How can you incorporate listening platforms in your future roles?
Thank You …

Questions?
How do they work?

Support Slides for Possible Detailed Questions:

Data Aggregation
- Online media
- Consumer generated media
- Offline media
- Direct customer interaction

Knowledge Extraction
- Processing
- Filtering
- Clustering

Information Delivery
- Synchronous application
- Published products
- Take specific service
Increasing Importance of Social Media Monitoring

Currently, 22% of the firms use listening platforms.

The projected amount of companies using listening platforms will grow to 73% in 2012.

All Companies
15.567 The Economics of Information: Strategy, Structure and Pricing
Fall 2010

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