How did Samsung use analytics to understand customers and guide strategy?

Challenge: Samsung needed to differentiate the S8 smartphone during product launch as the Bixby voice assistant was a concern for customers.

LINK to article

How Samsung uses social media analytics to understand customers and guide strategy

The company uses Crimson Hexagon to analyse customer sentiment on social media

Tom Macaulay
October 20, 2017

By uncovering the problem they promoted the infinity screen instead

SAMSUNG