

LUCIDYA

CLARA



HOW CLARA GOT CLOSER TO CUSTOMERS

A Case Study

BACKGROUND

Clara is a Saudi company that provides cosmetic solutions to its customers by importing the finest products that promise the best outcome. It's the leader in this market as their products provide the same results as the best salons but from the convenience of home.

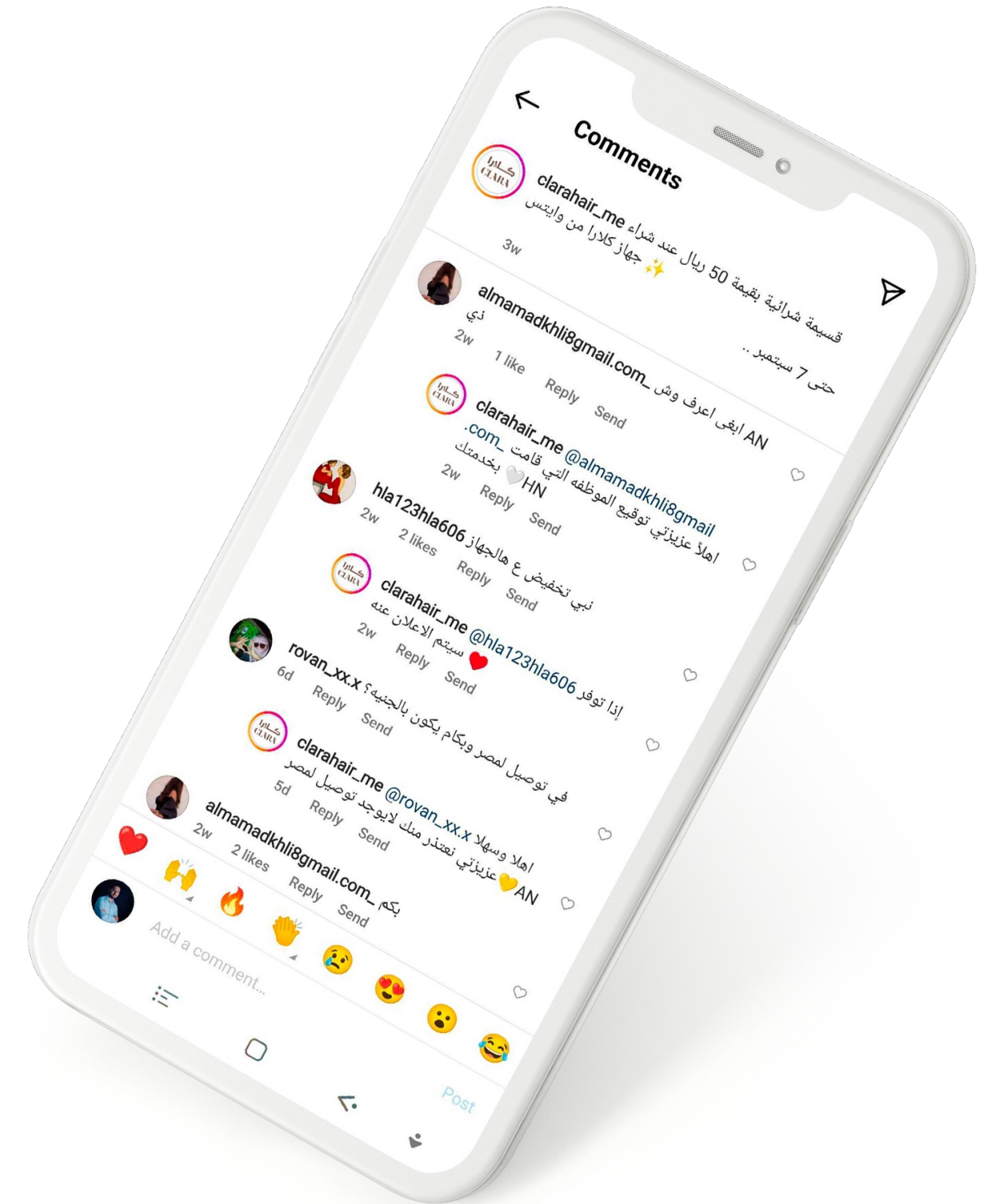
Clara serves customers by saving them the time usually spent in salons and providing exquisite beauty at home. They deliver a wide range of beauty appliances including auto curlers, hair dryers and styler brushes.



THE CHALLENGE

Clara wanted to hold on to their position as the top brand in the hair care appliance market and increase their customer base. To improve their customer retention, they wanted to improve their engagement with the local Arab community.

They wanted to know what their customers were saying about them so they could improve customer satisfaction.



THE SOLUTION

To deal with the challenge Clara approached Lucidya. Clara wanted Lucidya to use its comprehensive social listening tool to understand what its customers felt about the company and its products. Lucidya did a sentiment analysis for Clara's customers and helped it track brand mentions.



SENTIMENT ANALYSIS

Sentiment analysis taught Clara how to interact with their consumers and discover how their brand and products were being perceived through careful analysis of twitter posts.



Discover market trends



Improve customer service



Understand the target audience



Find problems & challenges

BRAND MENTION TRACKING

Through brand mention tracking, Clara was able to:



Receive instant notifications
every time every time
@clarahair_me was mentioned



Receive alerts for tweets with
keywords, even in high-volume



Filter out unrelated or false brand
mentions; avoid spending resources
on unnecessary ads

REPORT

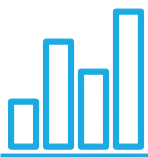
A report was generated in Arabic which comprised of different pieces of information including:



Total mentions of the company



Number of positive mentions



Graph of positive mentions over time



Number of negative mentions



Social media sentiment score

RESULT

Lucidya enabled Clara to achieve new heights of success through



Increased revenue
Revenue increased
\$100K in 3 months



Improved retention rate
Customer retention rate
improved by 10%



Enhanced customer
response rate
Enhanced customer
response rate to 20%



Enlarged customer base
Increased customer
base by 5%

LEARN MORE ABOUT US



We are the first customer experience management platform designed for an Arabic audience. With a state-of-the-art AI engine, we empower businesses to better understand and serve their customers.

Our tool bridges the gap between brand and customer, collecting and analyzing interactions and conversations across all kinds of digital channels and touchpoints.

[Request demo](#)