

## Decoding Switchers to Create Brand Stickiness

Consumers have multiple options in almost every product and services category today. From telecom and airlines to toothpaste and gadgets, switching between brands is relatively easier than ever before. This makes it more and more challenging for brands to retain customers. It is important to understand what makes them stick with your brand and what causes defection.

MavenMagnet has developed innovative research capabilities to help brands decode switchers. We deploy contextual listening to tap into conversations of users of a brand and its competitors. We further zero in on the conversations that focus on the reasons to switch to and from the brand. Using our discovery based approach, we identify the brand drivers that lead to the churn. While quantification of the positive drivers uncovers the reasons why consumers are sticking or switching to the brand, the negative drivers in this context indicates why consumers are leaving the brand for competitors. The churn analysis of competitive brands exposes the weaknesses of the competitors which can be leveraged by marketers to make consumers switch to their brand.

At MavenMagnet, we have developed techniques to discover insights by focusing on the context of conversations to help companies make strategic and tactical business decisions. We use advanced technological and analytical techniques to help you retain and attain customers while adhering to the most stringent industry and government privacy standards.

