



Today, listening to the conversations taking place about your brand is a necessity. An internet firestorm can quickly lead to a missed opportunity to attract new prospects — or even retain loyal customers.

Crimson Hexagon's VoxTrot listening platform provides companies with automated and actionable insight into customer opinion. VoxTrot users access a private, customized online dashboard providing two views of the social internet:

[L i s t e n]

VoxTrot Buzz shows the volume of mentions and positive/negative sentiment on topics of your choosing. VoxTrot Buzz also provides our proprietary VoxScore metric, taking the pulse of your brand or topic based on its overall online performance.

[U n d e r s t a n d]

VoxTrot Opinion helps enterprise customers drill deeper into relevant opinion, by letting companies explore:

- ▶ Why is my sentiment trending up or down?
- ▶ How is my messaging resonating with different audiences?
- ▶ What are the dominant opinions about specific product features?
- ▶ What do people like most and least about competing products?

[A c t]

Our opinion technology analyzes internet sources (blogs, forums, Twitter, etc.) by identifying statistical patterns in the words used to express opinions. Bottom line: VoxTrot Opinion turns qualitative commentary into quantitative insights, allowing you to turn listening into action.



The VoxTrot listening platform keeps you connected to the voice of the customer in real time using an innovative, automated approach — avoiding the high costs and limited scope of periodic manual reporting.

Contact us to see how your business can benefit from moving beyond keyword counting to a deeper understanding of opinion.

How is your organization engaging in active listening?
Is your listening approach efficient and scalable as online conversation continues to grow?



Knowing the answers lets you navigate with confidence.
Stop counting, start learning.