

## **Etuma and Whitevector bring customer dialogue to one service**

Whitevector and Etuma have joined forces to offer companies a comprehensive service for analyzing customer dialogue. The collaboration will provide a more complete and advanced customer feedback management and analysis solution for businesses looking to track social media discussions and messages from customers. Whitevector's tracking tool will gather social media data to be processed by Etuma's advanced text analytics service, offering companies a complete view of feedback from various sources. The service will be accessible through an easy-to-use interface, and all data will be available in a single location with PDF and Excel exporting functions. Together, these tools will enable customer service departments to work more efficiently and effectively.

"Participation in social media outlets is becoming more common, and customer service is one of the key areas of use for our data. Through this collaboration, Whitevector can improve its offering of social media data for customer services. The greatest advantage for customer service departments is that the collaboration allows them to combine two important but, up to now, separate sources of customer feedback," says Tommi Lehtonen, CEO of Whitevector.

Matti Airas, CEO of Etuma, adds, "Until now, businesses have had only a limited and fragmented understanding of what their customers are talking about and the general tone of their comments. Today, we can offer companies a 360-degree view of their customers' perceptions by applying Etuma's topic and sentiment analysis to multiple sources of data, including customer feedback, opinion surveys, web form data, spontaneous feedback, and data from social media. Whitevector is one the world's leading aggregators of data from social media venues, and we are pleased to be able to offer this solution with them."

## **About Etuma**

Etuma's feedback analysis service lets companies know what their customers are talking about. Ranking discussions in order of intensity, the service enables businesses to take action in acute cases. Etuma feedback analysis also detects the sentiment of ongoing discussions, revealing whether the overall response to a product or campaign is positive or negative. Etuma feedback analysis takes place in real-time and is available for use in ten languages. For more information, visit <http://www.etuma.com> or Twitter: @etuma360.

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## **About Whitevector**

Whitevector focuses on monitoring and analysis of social media and helps companies in their marketing and communications. Whitevector provides an online service called Chat Reports that helps companies to monitor and analyse online discussions easily and analytically. The service gives a clear and comprehensive picture of social media with analysis of changes in visibility, sentiment and discussion topics. Whitevector serves clients and partners in the Nordic region and in UK.

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