

Social Listening (iVane)

- Social listening solution helps businesses understand market trends and competitor activities through industry insights.
- It also enhances customer experience by gathering and analyzing customer feedback and preferences.
- Additionally, it leverages user voices to drive innovation and build brand loyalty.

iVane Business Value

"Timely Policy & Industry Insights" – Stay ahead of emerging trends across sectors

Challenge :

- Overwhelming market noise
- Lack of visibility into sector-specific trends
- Delayed policy impact analysis on affected clients

88%+
Sales Coverage

Solution :

- ✓ Strategic prioritization of influential voices in niche markets
- ✓ AI-driven policy monitoring and emerging sector tracking
- ✓ Opportunity/risk client profiling with market linkage analysis

4.8+/5
Satisfaction Score

Product Health Management – Breaking Data Silos, Driving Action with Insights

Challenge :

- Siloed data across PR, e-commerce, and customer service
- Unclear competitor performance benchmarks
- Predefined competitive relationships required

12K+
Competitor's URL

Solution :

- ✓ **Integrated analysis** of PR, e-commerce, and service data
- ✓ **Custom product profiling framework**
- ✓ **BEST Index** for product health assessment
- ✓ **Data-driven competitor identification & evaluation**

300+
Consumer Electronics
Tags

Enhance Brand Influence — Scientific Evaluation to Maximize Campaign ROI

Challenge :

- Inconsistent criteria for influence evaluation
- Unclear competitor activities and industry trends
- Difficulties in video content extraction



Solution :

- ✓ Develop the proprietary **BASIC Index** for branded IP communication
- ✓ Real-time analysis of **20+ brands** and **8 major industry trends**
- ✓ Build **multimodal algorithms** for audio, subtitles, and video processing

3.5 times
Improved Data
Coverage

190,000+
Media / Wemedia
Management

VOC Insights Evolution – From Manual Discovery to AI-Driven Closed Loops

Challenge :

- Social media promotional data overload
- Third-party dependent persona analysis
- Manual VOC mining & resolution processes

20%
Resolution Efficiency
Improvement

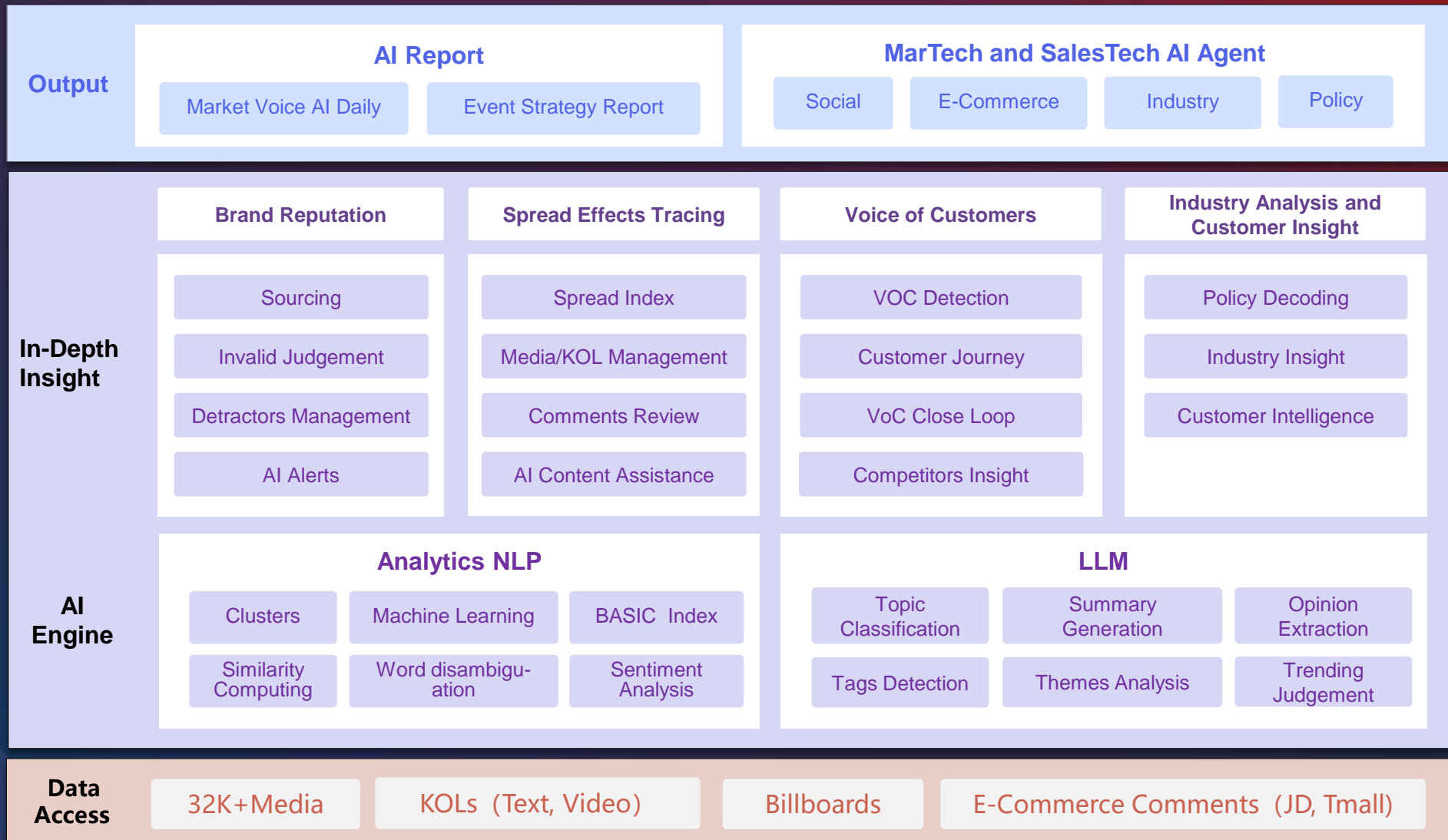
90%
VOC Adoption
Rate

Solution :

- ✓ DL-based VOC mining
- ✓ Integrated iVoC Platform
- ✓ 3D Audience Profiling Engine



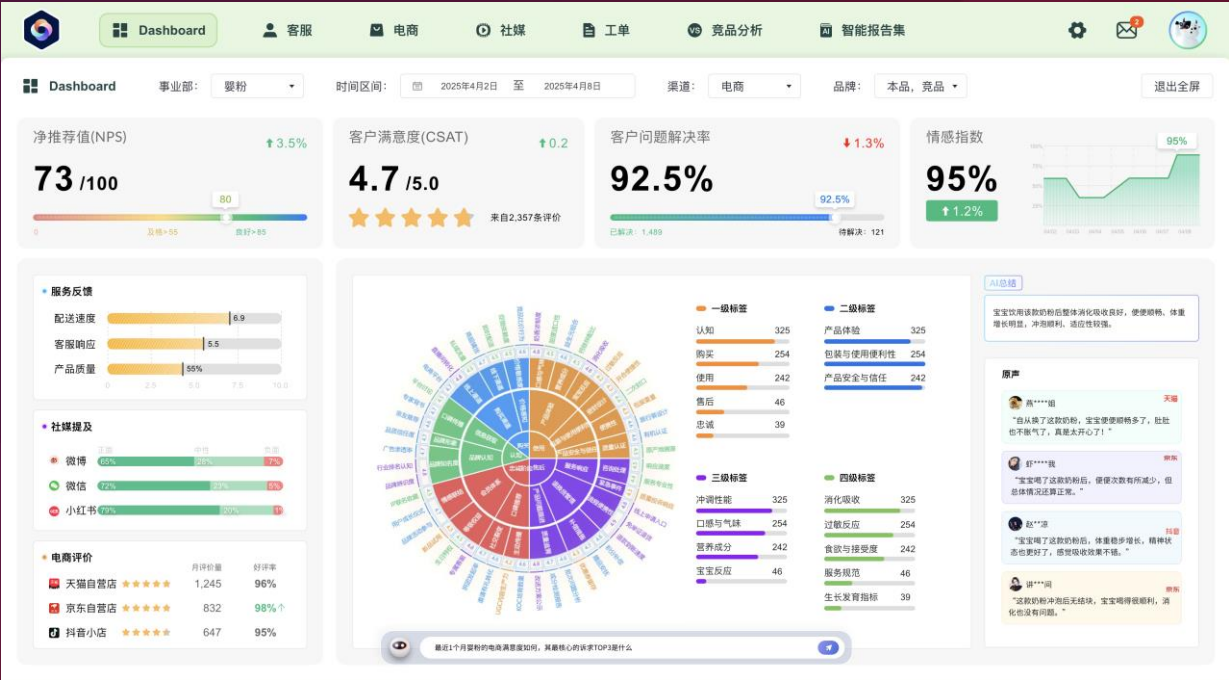
Social Listening and Business Insight





Win Cases Study

Show Cases: iVane Empowering Yili Group with GEN-AI to Upgrade Intelligent Consumer Insights



Customer Overview:

- Yili, a leading Asian dairy brand, sought to upgrade consumer voice analytics via AI for better decision-making, sparking competition among domestic tech firms.
- BASD emerged the winner with its deep expertise and AI solution like iVane and marketing AI agent.

Customer Challenges

- Fragmented consumer voice data across multiple touchpoints
- Repetitive queries in intelligent Q&A scenarios, slowing product feedback cycles
- Outdated data and lack of knowledge accumulation in smart reporting processes

Our Strengths

- iVane boasts robust and adaptable AI models.
- It's proven in Lenovo's production lines, integrates multi - source data (service, social, e - commerce),
- iVane uses proprietary product health metrics via patented frameworks.

Our AI Solution

- Hybrid AI model for deep analytics.
- Multidimensional analysis and visualization.
- Advanced data and knowledge processing.

Next Step

- Leverage Lenovo practice to deliver client-tailored solutions.
- Create industry-leading AI case studies.
- Expand the AI Agent GTM Opportunity.

Social Listening-World 6G Summit

Customer Info

- The **World 6G Summit** is the world's first international event in the 5G field.

Professional Social Listening Service

- As a world-class industrial exchange platform, the conference sets extremely high professional standards for communication analysis. It requires conducting comprehensive topic collection with no detail overlooked, while rigorously analyzing communication effectiveness across all media and social platforms.

Major deliverables for customer success:

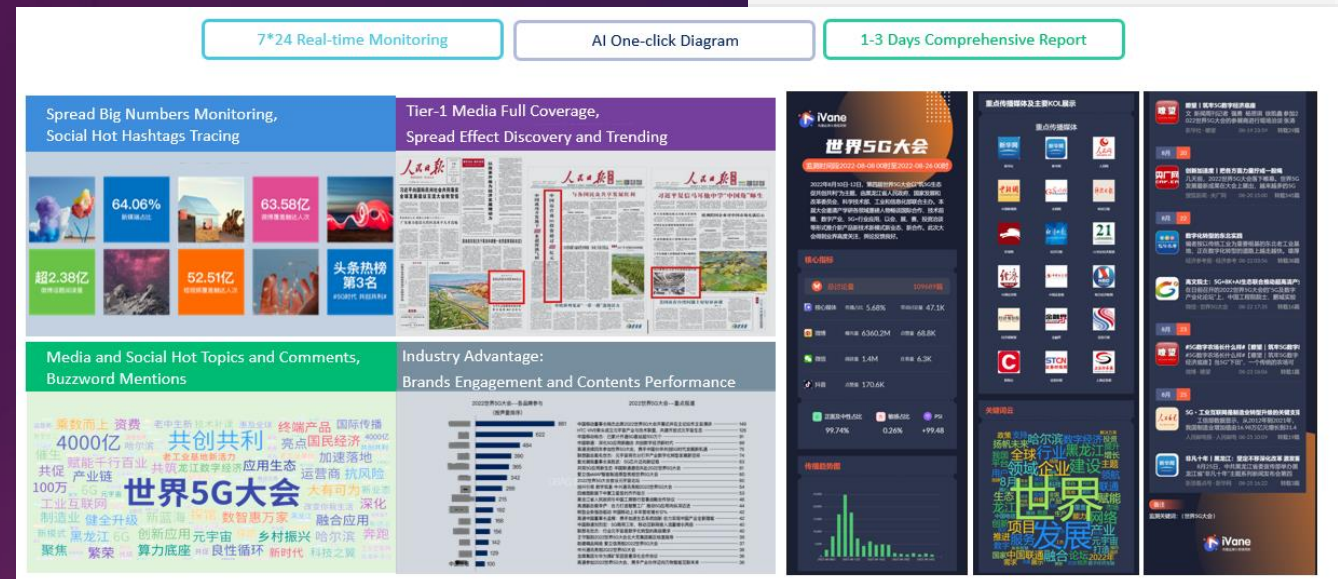
- Lenovo's Social Listening solution, leveraging the power of AI, is built upon an extensive accumulation of in-depth domain knowledge, algorithm tags, and analysis dimensions of hundreds of 6G-related technology brands/companies.
- By harnessing AI capabilities, it enables the most precise and rapid identification of risks and business opportunities, while maximizing communication volume and exposure.

Why We Win:

- Robust Product Capabilities:** Powered by advanced AI technologies, our solution delivers precise insights into market dynamics and consumer feedback.
- Rapid System Demo and POC:** We offer quick demonstrations and proofs of concept to showcase value and accelerate client decision-making.
- Tailored Scalability:** Our solution provides deep customization and flexible scalability to meet evolving client needs.

Differentiating Competitiveness.

- Advanced Natural Language Processing (NLP) and Sentiment Analysis
- Predictive Analytics and Trend Forecasting
- Comprehensive Multimedia Analysis
- Real-time Monitoring and Alert System



Smarter
technology
for all

Lenovo

thanks.