

BELLSYSTEM24 and BrainPad launch social listening and UGC utilization support service

Comprehensive UGC collection and analysis of social media, including all data on X

BELLSYSTEM24, Inc. (Head Office: Minato-ku, Tokyo; President, CEO: Hiroshi Kajiwara; hereinafter “BELLSYSTEM24”) and BrainPad Inc. (Head Office: Minato-ku, Tokyo; Chief Executive Officer: Tomohiro Sekiguchi, ; hereinafter “BrainPad”) are launching a service that provides comprehensive support and agency services for social listening and UGC utilization, from planning to implementation and operation, by collecting and analyzing UGC (user generated content: content such as online comments and reviews voluntarily submitted by users) with the help of Brandwatch Consumer Research (hereinafter “Brandwatch”), a social media analytical tool provided by BrainPad.

This service will allow the two companies to support clients that have not been able to acquire new customers or stimulate purchasing behavior using UGC because of constraints such as internal resources and skills.

Service URL: <https://www.brainpad.co.jp/services/alliance/social-listening-ugc.html>



■ Background of the service development

The number of social media users in Japan is expected to grow from 102 million in 2022 to 113 million in 2027. This reflects not only the popularity of video content such as that on TikTok, but also the fact that adding to social media's use as a tool for communication, there is demand for social commerce that combines social media and e-commerce^{*1}.

With the increasing growth of social media, companies not only seek to convey information from their own social media accounts and develop advertisements and campaigns, but also to explore users' wishes and dissatisfaction with their products and services based on the enormous volumes of UGC transmitted daily on various social media sites. Companies want to make use of users' true feelings in marketing activities and product development. However, these initiatives are in many cases not pursued because of resource and skill issues. For instance, companies may not be able to collect UGC effectively even with social media analytical tools, they make lack data analysis skills, or they may not have enough time to check the enormous numbers of posts on X, Instagram, TikTok, and YouTube.

^{*1} From the White Paper 2023 Information and Communications published by the Ministry of Internal Affairs and Communications in July 2023 <https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/r05/html/nd247100.html>

Scope of companies' social media usage

The social media analytical tool Brandwatch efficiently and accurately collects and analyzes large volumes of UGC. It has been adopted by more than 5,000 companies in Japan and overseas, including Unilever PLC, Walmart Inc., Dell Technologies, Starbucks Coffee Japan, Ltd., and Lion Corporation. In Japan, it is available only through BrainPad.

This newly developed social listening and UGC utilization support service combines the resources and skills of BrainPad, which provides Brandwatch, with those of BELLSYSTEM24's specialized team, which has a track record of social media work for more than 100 companies, including cosmetics brands, fashion brands, telecommunications, education, and leisure facilities, to create a new service for comprehensive support and stand-in agency of "UGC utilization that can contribute to corporate business activities." The service is an initiative that the two companies have been collaborating on since 2021 to promote corporate marketing DX.

■ Overview of the social listening and UGC utilization support service

This is a BPO service in which BELLSYSTEM24's team specializing in social media work uses Brandwatch to collect and analyze UGC on behalf of those in charge of marketing, product development, customer support, and similar areas at the client company.

Using Brandwatch makes it possible to centrally collect UGC in real time from more than 1.7 trillion data sources, including X (formerly Twitter) total data, Instagram, Facebook, blogs, comments, and reviews, thereby discovering business insights through its extensive analytical functions.

BELLSYSTEM24's team specializing in social media work, which is responsible for collecting and analyzing UGC, has been engaged in managing official corporate social media accounts, various forms of social listening analysis, and customer support on social media for more than 10 years. It has also accumulated know-how in utilizing VOC (voice of customer) in contact center work, facilitating the uncovering of UGC with a wide range of attributes, including daily keyword maintenance, which is indispensable for the efficient collection of UGC, and customer perspective analysis to accurately gauge user psychology.

* In addition to X and Instagram, which can be obtained with Brandwatch, BELLSYSTEM24 collects and analyzes UGC such as video content on TikTok and YouTube with the use of human resources.

[Available options]

1. Social listening

Analyze the opinions of users who frequently use a brand or product, opinions about competitors, and the opinions of the market as a whole, make suggestions, and create and provide reports. Brandwatch is also used to design keywords and build dashboards for analysis.

2. UGC utilization support

Identify the opinions of users, classify and select UGC for secondary use as content on the brand side, and even obtain permission to use it from the originating users.

3. Flaming risk monitoring

By quickly detecting and sharing risks of "flaming" that might affect companies and brands, facilitate smooth initial responses and help minimize damage to companies. We can also offer an around-the-clock monitoring system.

4. Other

Configure settings related to Brandwatch, handle administrative work on behalf of the client, and collaborate and centrally manage operations that span multiple departments.

■ Reference: Social media analytical tool Brandwatch

<https://www.brainpad.co.jp/brandwatch/>

■ Case studies and results

Company: Apparel brand

Need: Wanted to use UGC for marketing

Results: Identified talked-about products from UGC and changed and enhanced in-store promotions helped reach new buyers and increase sales.

Company: Coffee chain

Need: Wanted to know more about the reactions of the target demographic to new products

Results: The analysis identified users who were more responsive than targeted users, so that promotions could focus on the responsive users, contributing to increased sales.

Company: Convenience store chain

Need: Wanted to catch up on users' food-related topics

Results: Worked out information and products of interest to users, contributing to a better brand image.

■ Future outlook

Going forward, the two companies will continue to contribute to corporate marketing DX by creating new services that combine the extensive knowledge of BrainPad, a group of professionals in data utilization, with BELLSYSTEM24's track record of contact center services on site and BPO operation know-how.

■ Company Information

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/en/>

Head office: 6F, Kamiyacho Trust Tower, 4-1-1, Toranomom, Minato-ku, Tokyo

Established: September 1982

Representative: Hiroshi Kajiwara, President, CEO

Share capital: 100 million yen

Number of employees: 30,102 (as of the end of February 2024) *Including unlimited-term contract employees and fixed-term contract employees (average number of employees).

Business description: Outsourcing services, technology services, consulting services, temporary staffing services, paid job placement services, and CRO services related to CRM solutions. Planning, production and sale of content using the Internet and other media, and operation of services related to these.

About BrainPad: Corporate website: <https://www.brainpad.co.jp/english/>

(Tokyo Stock Exchange Prime Market: Securities Code 3655)

Head office: Roppongi T-CUBE 11F, 3-1-1 Roppongi, Minato-Ku, Tokyo, Japan

Established: March 2004

Representative: Tomohiro Sekiguchi, Chief Executive Officer

Share capital: 597 million yen (as of June 31, 2023)

Number of employees: 590 employees (on a consolidated basis and as of June 30, 2023)

Business description: Professional services and product services to support improvements in corporate management through the utilization of data

All company and product names indicated herein are trademarks or registered trademarks of each company respectively.
All information contained herein is considered to be true and accurate as of the date hereof.

Inquiries about products and services

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