Data Reimagined

WawA provides the actionable insights that can help companies to improve customer retention.

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The Problem

Unnoticed Comments / Reviews

- Negative reviews and / or comments can greatly damage a company's image, but what happens when these impactful bits of information go unnoticed?
- "55% of consumers said they are not likely to continue being a customer of a company that ignores their feedback" (Apptentive).

Human Limitations

- Due to the large amount of daily social media engagement, it is still possible for the teams of your organization to miss vital feedback. How about automating this process?
- Processing data, currently, is:
  - Expensive
  - Time-consuming
  - Requires extensive expertise

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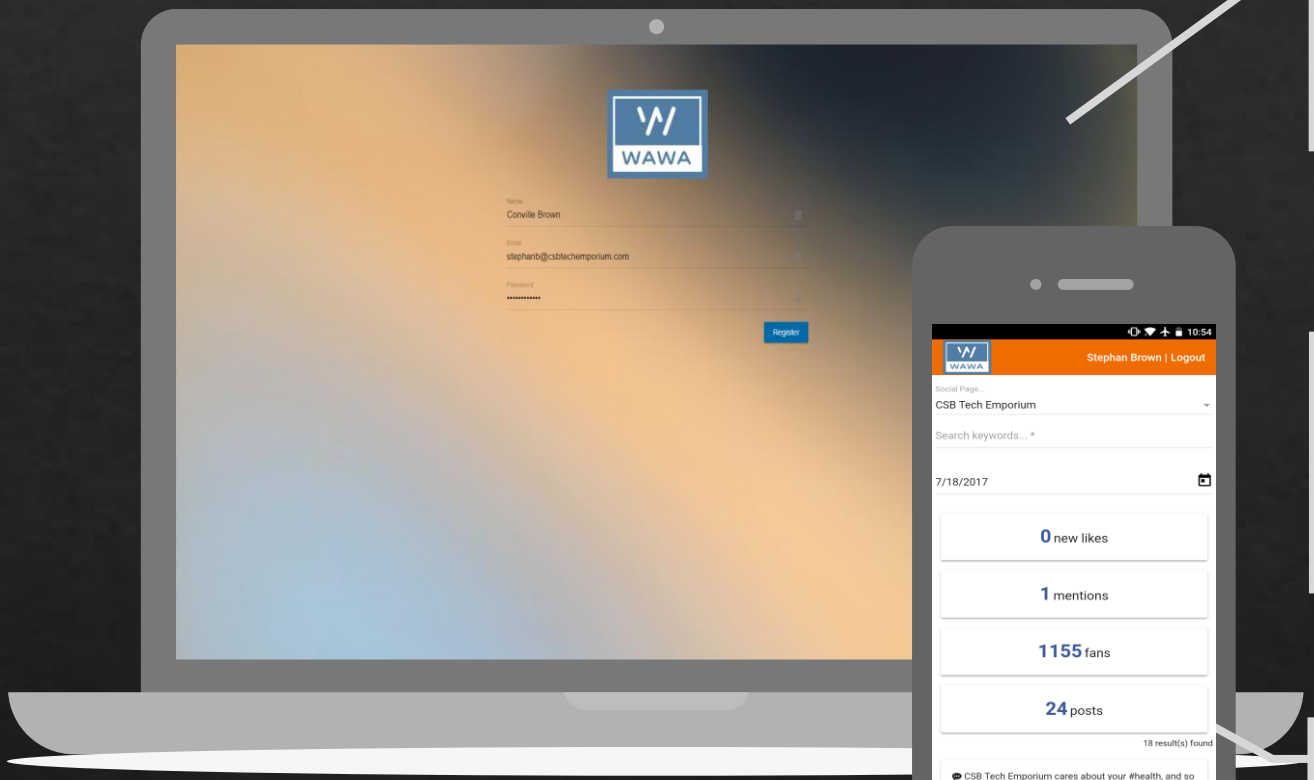
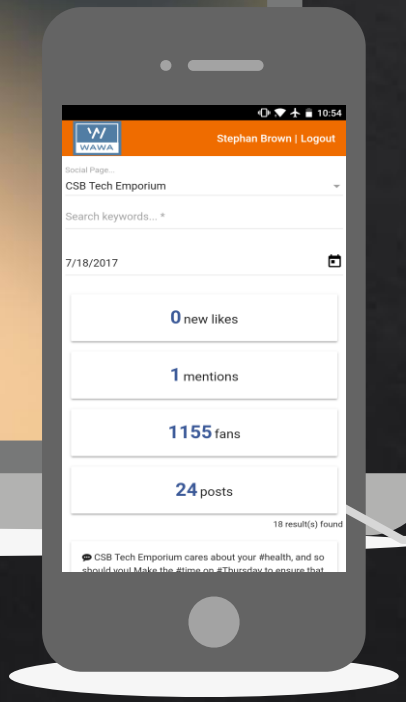
We Present the Solution: WawA

Desktop Version





Mobile Version

Detailed Reports

The reports produced by WawA provide detailed analytics in regards to customer feedback.

What is WawA?

WawA is a reputation management system that provides high-quality actionable insights to businesses who want to protect their brand online.

Multiple Accounts

WawA allows the user to pull data from multiple social media platforms from a single primary dashboard.

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The Particulars of the Solution

Automated Data Scraping and Filtering

By identifying keywords, using Artificial Intelligence, WawA is able to pull all comments / reviews containing these words, then automatically provide the decision makers with a report for them to quickly act upon.

Improved Customer Relations using Analytics

Upon receiving a report from WawA, teams within an organization are able to make informed decisions on the four W's: who, what, when, and why.

Prevention of Revenue Loss

WawA provides key decision makers with the means to identify industry specific metrics.

Growth Plan

Strategic

- With assistance from world-renowned PieData, an accelerator company, WawA is driven by some of the most innovative minds in the Caribbean.

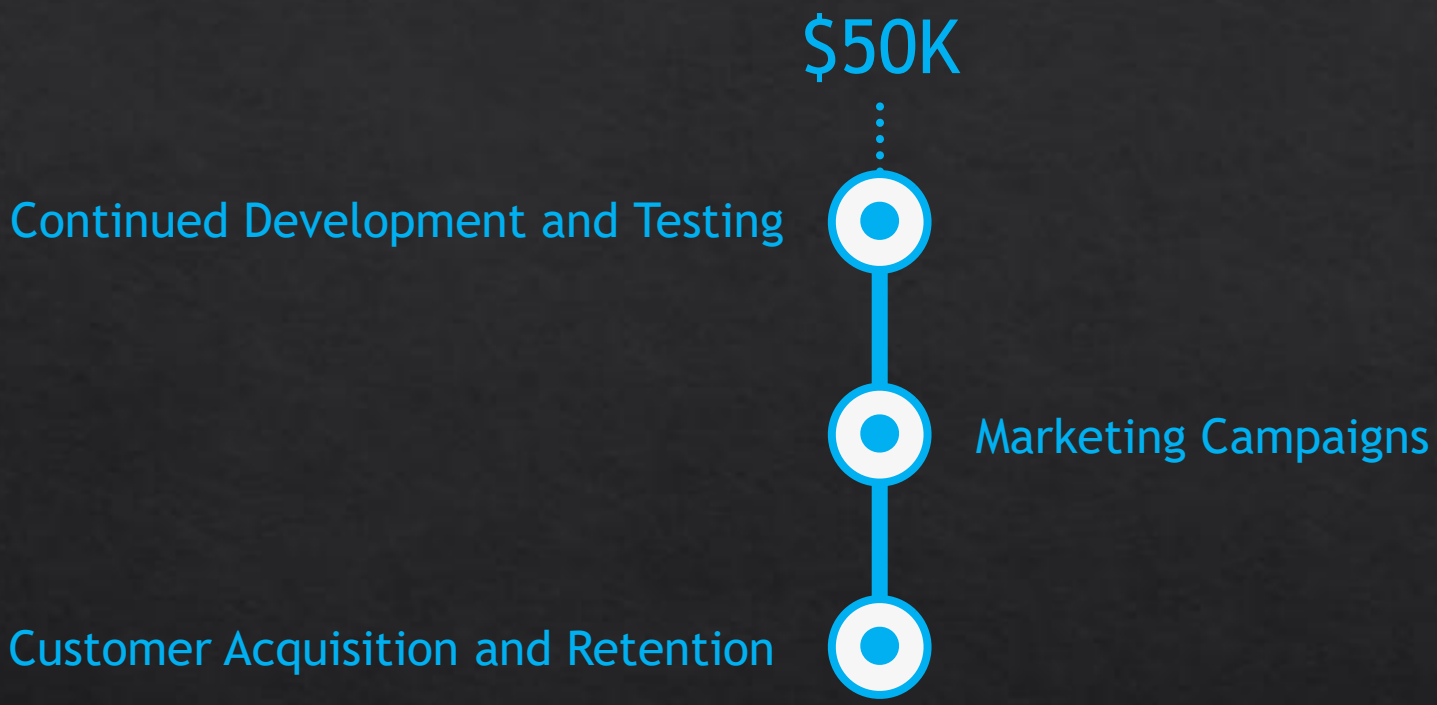
Tactical

- WawA will generate recurring revenue by selling subscriptions to its customers.
- WawA will be showcased at conferences and other key events which are held throughout the region.

Technology

- Lead generation through marketing automation.
- Using next-gen development technologies, the possibilities for scalability are endless.

Funding Needs



Contact Info

facebook.com/WawAnalytics

Thank You

Please visit the WawA Facebook page and register as a Beta Tester today!
Tap the “Sign Up” button to get started!

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