LCT SOLUTION CENTER

Social is what we live, eat and drink. For us, it is just not our business but a medium which has transformed lives!

Brief about company

LCT Solution Center is a Bangladeshi Company with special focus on application of Data Science in 'Social Listening' and 'User Engagement'. It is currently working with Boston Consulting Group and Malaysian Government to extract Voice of People from Social Media e.g. facebook, twitter etc.

We have been looking for fundamental answer to the question – Why do people like what they like? Traditional marketing has always directed us logical attribute based grouping like Age, Gender, Location, Psychographic Segments and many other similar ways to target our communication and engagement activities to our desired groups. What we felt is – there is a lot of luck associated with this approach of communication and engagement. People of the same age, gender, location and interest differ widely. Two people watching the same movie may have totally different attribute – their age, gender, psychographic orientation, choice of food – everything can be very different. We believe none of those cause them to watch the same movie.

We are committed to find and effectively use the science of engagement in real life. Marketing and engagement activities are kind of shouting loud in the void and waiting for a response to many of us, especially for people like me who feels insecure with the absence of logical and measurable certainty of roadmap and control mechanism to stay on track.

We put the science of causality into people engagement. The tools that we develop and use to engage people through our platform employs a strong machine learning approach to identify the personality of a user and their response to the content. Combining these, we develop the intelligence to target users better with appropriate content.

Besides personality based targeting, we also found that we target our messages differently to people based on the stage of conversation we are in. For a first time visitor we talk differently from a person who is in a stage where he is about to convert. Our platform tracks the stage and lifecycle of engagement with different people and targets the content accordingly.

Area of Business:

LCT Solution Center help the organizations or Institutions to understand the bigger picture of current health market (both supply side and demand side point of view). They let the social listening data and media intelligence gather the analytical qualitative findings and create the impact. In turn, it helps GO/Donors/DPs/ NGOs to form a strategy, have a better beneficiary/ customer engagement, shape a positive brand image, plan their future products/ interventions roadmap and measure their campaign success in real time.

This organization believe that identification of user insights from social media will help the organizations/ Institutions to act/response faster to user demands thus will bring desired impact from communication. It do this so that Stakeholders/ Service providers can have better contextual targeting online and across social media platform.

IT service provider & consulting agency, expert on data analytics, predictive modelling & deep learning based on user needs, systems flow, usage, work processes, problem areas, customer lifecycle, etc. support & develop business model & strategies using cloud applications, servers, data management.

Product line up:
1. Social Listening
2. Fintech Solution
3. BOT

Innovative ideas to gather massive social data

With the popularity of social media and penetration of Internet people are more expressive and engaged with different Causes and Services of their choices. It collect this public domain data from social media and extract user insight to develop strategy for organizations.

Besides, LCT Solution Center specialized in creating messenger 'Chatbot' that can interact directly with user over facebook messenger and deliver appropriate message to them. The messenger bot is a great way to collect data through survey, answer user queries and push periodic messages/content to users.

The flexible cost model for all it's services is really easy cost-effective and also possible to recover the cost of the services in some extent.

What do we do?

Insight Mining is a Communication and Engagement platform from LCT Solution Center for business to explore, fine tune and scale up ideas leveraging the power of Automation, Machine Learning and Data Science. We assist business to

1. Create programmatic contents for various audience and devices
2. Automate Micro Targeting of contents to audience based on personality and situation
3. Track response and conversation associated with audience
4. Learn from the response data

Insight Mining is a set of development tools and frameworks that can be used to develop ideas to reality easily. The platform is free to use for exploration and development. We welcome contributions and suggestions from all of you. We will try to incorporate those in our platform to make it better.

Insight Mining

With Insight Mining our clients can be a few steps ahead of the competition. There are billions of information available out there online. We help them to map those keywords against conversation topics so that you could:-

- Allows you to take immediate action by responding to the sentiments of your real customers.
- Formulate long-term and short term strategy.
- Manage conversation across social media platform.
- Help in designing product road map and new product development.
- Identify your advocates and bring them closer to your brand.
- Measure the impact on all your communication campaign.
- Spot current and potential problems and address them accordingly.
- Can do micro-campaign based on predictive analysis

Market outlook for mobile wallet

Alternative payment options such as mobile wallets/ payment are on the rise globally. Surveys cited in some credible report shows that smart-phone owners in emerging markets are more disposed to future use of mobile wallets than mobile users in some advanced economies and Malaysia is no exception. One of our client, a Malaysian telco concern have engaged us to:-

 Gain insight for a clear profile of their customers on-line

- Find out what was the best way to reach their customer through channel, device, and platform preference.
- Gain insight of what are the qualifying words associated to their product offering.
- Find out the latest trend on use cases of mobile wallet.
- Details out on the geographic spread of their competitors and potential partnerships with merchants, vendors and card networks that support these mobile payment solutions.
- Listen to the most talk-a-bout issues in regards to their product offering.
- Who are the most popular Key Opinion Leader in their market segmentation.

Social Listening for Government Sector

Every operator is searching for new ways to increase revenues by making use of new technology to map out each keywords to conversation topics on-line. A better way is to begin with the available data from public domain itself and experimenting it with what they have on hand to see what kinds of connections and correlations it reveals. New trends, product usage and consumer insights can form the basis for more efficient operations and more effective marketing. At its best, this bottom-up method give operators a more complete, transparent view of customers, enabling new and more profitable ways of capturing and retaining them.

Chat Bot

As businesses becoming mobile and automate their sale, your customer support should too. Chatbots are increasingly popular nowadays. Learn how you could use our chatbots and other intuitive artificial intelligence programs to help your business significantly cut labor costs and manage your customer's expectation anytime, anywhere. Imagine you can customize your customer service flow and only assign important tickets to your agents. Our chatbot can easily be integrated to your website, existing app or Facebook pages.

Customer service chat bot for early childhood education

Our customer, a home-grown early childhood educator, uses chatbot to filter potential leads, improve communications and customer service by allowing their customers to easily interact with the brand through stimulated conversations.
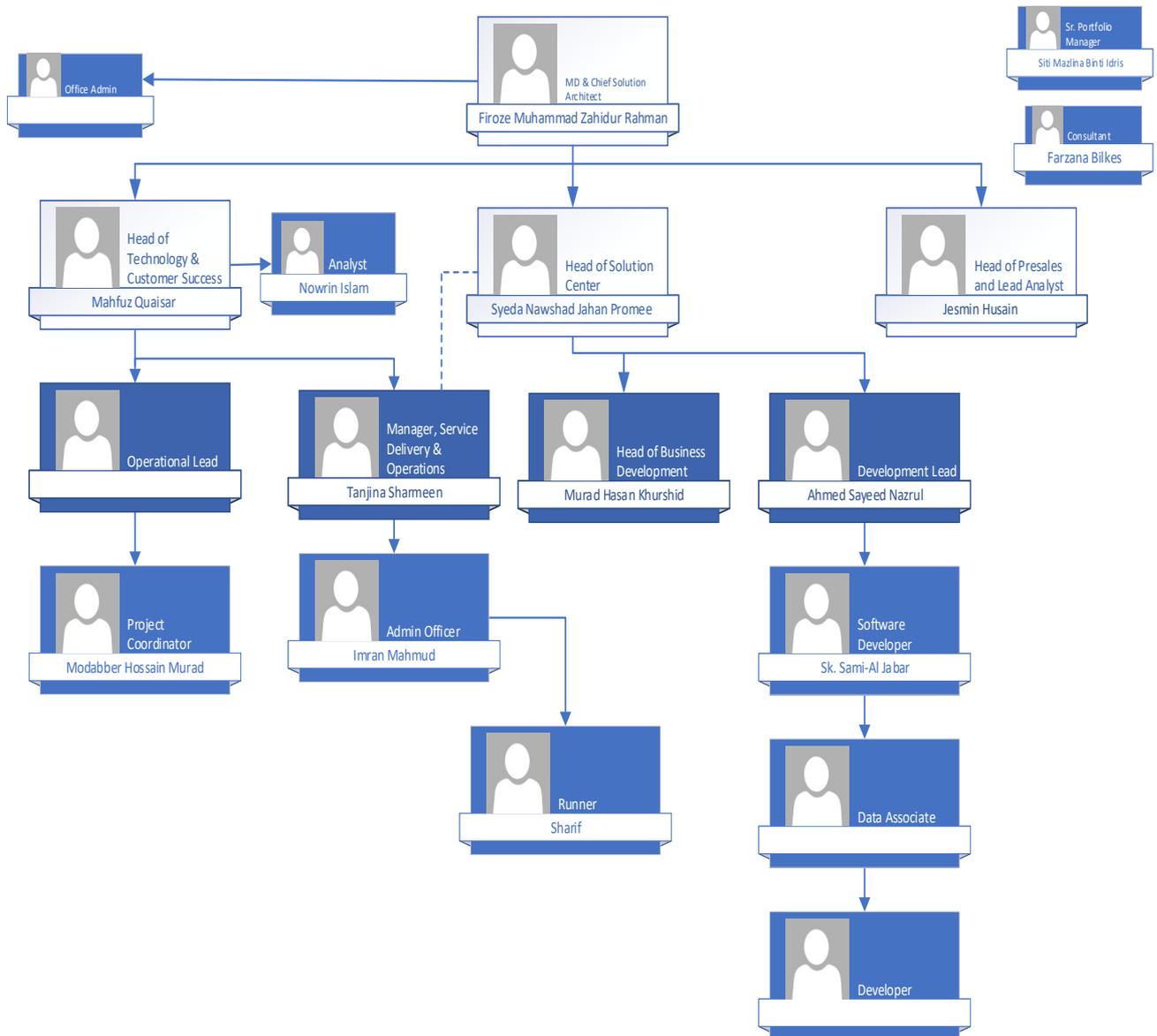
Here's some reason why our customer use it:-

- Gives a quick response.
- Create better user engagement (structured or AI)
- Help your existing customer service to be engaged on more important issues
- Reduce cost on customer service
- To handle uncomplicated tasks
- Allow brands to offer 24/7 customer support
- Provide alternative sales channel
- Collect data and reduce human error

Cashless distribution for a Fintech company

Maxis, a Fintech company in Bangladesh faced a major challenge in their daily cash distribution at the retail outlet in Digital Money. Often their customers travel with a large sum of physical cash which is not practical with the condition in Bangladesh. With our OCR and certain sets of algorithm, the customers can use bank deposits and process the document using computer vision to expedite the transaction. All this can then be captured as image and uploaded to its chat bot for verification and confirmation.
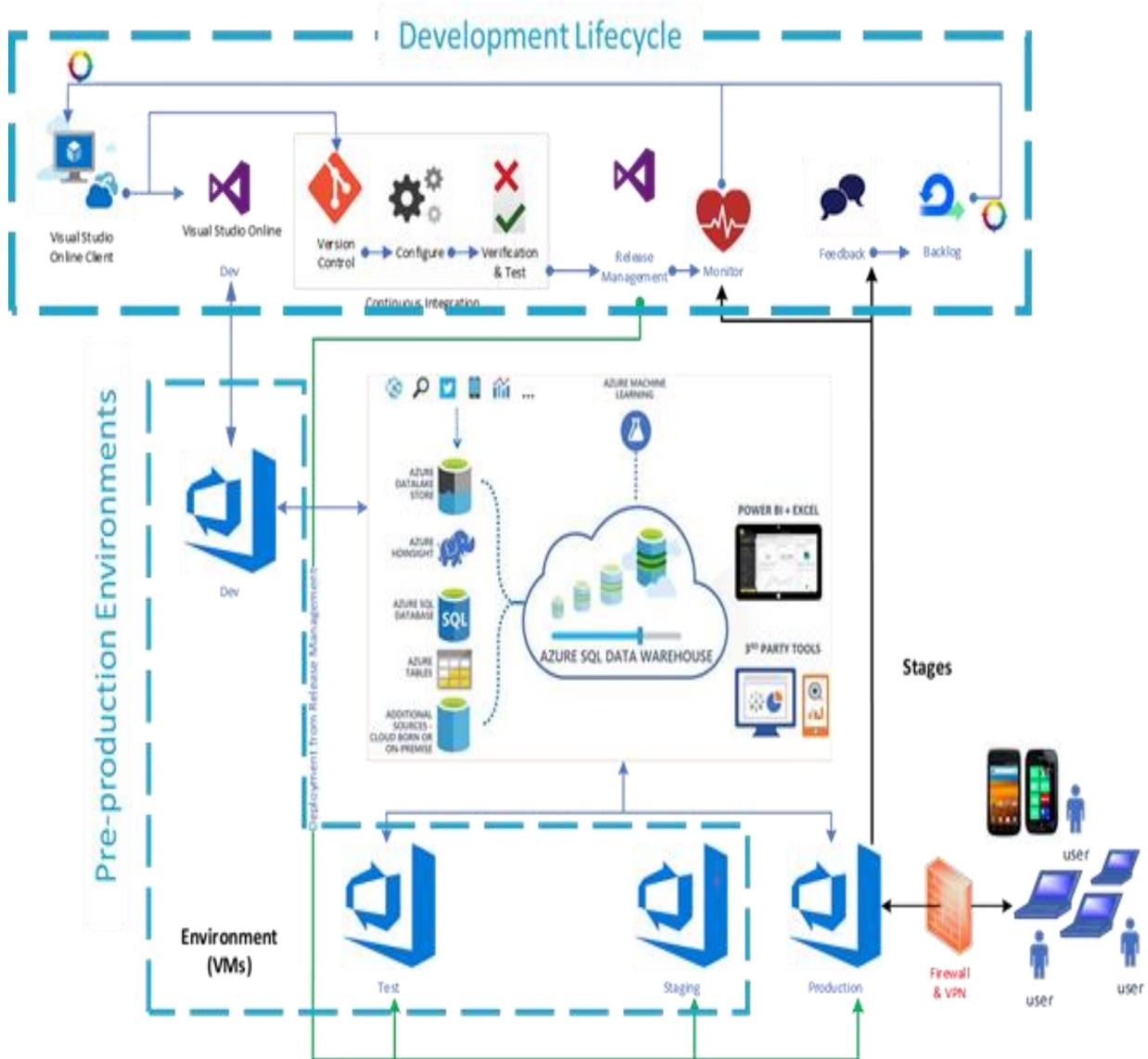
Human Resources Organogram:

Sr. Portfolio Manager
Siti Mazlina Binti Idris

Consultant
Farzana Bilkes

MD & Chief Solution Architect
Firoze Muhammad Zahidur Rahman

Office Admin

Head of Technology & Customer Success
Mahfuz Quaisar

Analyst
Nowrin Islam

Head of Solution Center
Syeda Nawshad Jahan Promee

Head of Presales and Lead Analyst
Jesmin Husain

Operational Lead

Manager, Service Delivery & Operations
Tanjina Sharmeen

Head of Business Development
Murad Hasan Khurshid

Development Lead
Ahmed Sayeed Nazrul

Project Coordinator
Modabber Hossain Murad

Admin Officer
Imran Mahmud

Software Developer
Sk. Sami-Al Jabar

Runner
Sharif

Data Associate

Developer

List of infrastructure:

Client List:

Who Uses Our Capabilities

Key Organizations we serve