

Premier's Trade Mission Paying Dividends For TicTalking

Written by Australian Business

BEIJING, Nov. 23, 2013 /CNW/ - A Canadian technology company's revolutionary customer-engagement tool is finding highly-interested audiences with some of Asia's leading companies.

TicTalking was one of a small handful of companies invited to join British Columbia Premier Christy Clark's trade mission to Asia this month.

TicTalking is a platform that brings customer conversations back to a company's website. According to TicTalking CEO Peter Nieforth, the corporate website is where customer engagement should happen.

"Companies lose control of their brands and customers when they export their conversations to social networks like Facebook, LinkedIn, or Google+," Nieforth said. "TicTalking deployed on your corporate site lets you control your brand's conversations, discover your customers' interests, and own the data and analytics that result."

The 'TIC' in TicTalking stands for 'Things In Common'. Proprietary software analyzes customer conversations to extract deep information about motivations, preferences, and interests.

L'Avion is a leading private health management company in China that specializes in medical tourism for wealthy clients. Recognizing the need to learn more about their customers through conversation and engagement, L'Avion Chairman Shao Hui was intrigued by TicTalking's platform.

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"We don't want to make the same mistakes that North American companies are making," Shao said. "I want to learn more about my customers directly through my company website. I don't want to send them elsewhere to talk and engage."

Nieforth says that TicTalking's system is built around providing a tangible return on investment for a company's customer engagement.

With a list of clients that includes several multinational firms, TicTalking is on an aggressive growth curve, and Asia is a key market.

Chinese companies are wary of following the footsteps of North American enterprises that continue to give away their customer data to external social networks, Nieforth explained.

"I see a huge opportunity for companies in China to be smart about their customer community engagement," said Nieforth. "They don't want to get trapped in the 'circle of stupidity' that has handcuffed American brands, and the CEOs I've been talking to on this trip are excited by what TicTalking offers."

More on TicTalking can be found at www.circleofstupidity.com .

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