

truecaller

Cutting to the chase helps
Truecaller make fresh discoveries

With Observify, Truecaller has:



Cut through the noise and found
meaningful insights



Identified a new source of
influencers and ambassadors in a
previously untapped social channel



Saved time by benchmarking
sub-brands with ease



MAKING BIG CALLS

Break down 100 000 000 users into daily conversations, and you have a lot of chatterboxes. Originating in 2009 as a lifesaver for spam haters, Swedish tech darling Truecaller now leads the charge in personal communication apps. In 2016, Truecaller is the go-to for giving users more accurate info, without delay. In other words, a digital phonebook that wastes no time.

Navigating the constant buzz surrounding Truecaller's brand is no mean feat - especially where multiple products are concerned. The company's insatiable thirst for innovation spawned sub-brand Truemessenger. The result? Over 1000 mentions per day.

Get in touch with Observify today!

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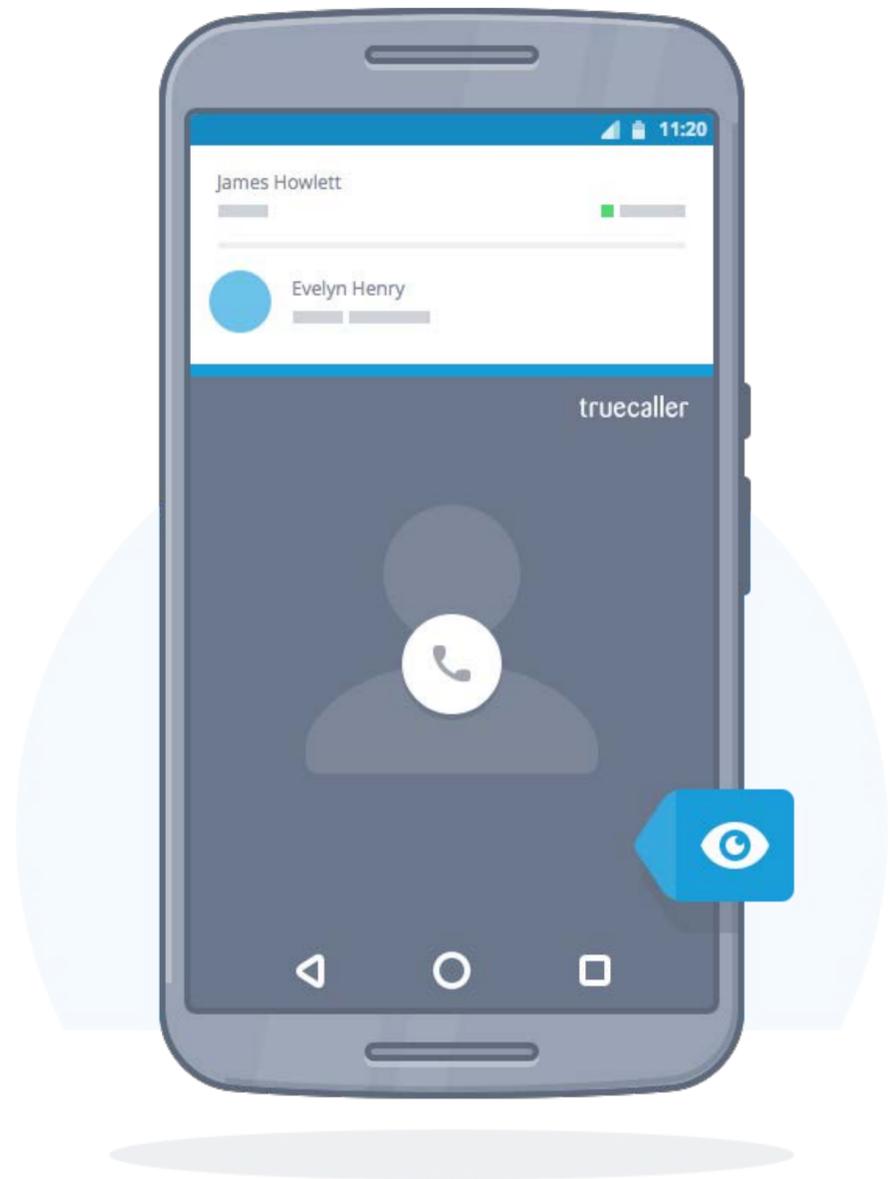
KEEPING IN TOUCH

Getting people to talk was never an issue for a product like Truecaller - but nurturing a global community creates challenges by nature.

Observify stepped in with features such as Saved Mentions, My Audience and Compare, shaving precious hours off the data crunching process. Quickly archiving shoutouts and feedback on Truecaller's brand makes life easier.

Similarly, defining audience members according to factors like sentiment and subjects of interest removes significant hassle for the team. Both ambassador and badvocate comments are merely a click away.

The key for Truecaller lies in being on cue when it counts, to make users feel heard. Most beneficial of all, however, is benchmarking the company's individual products with Compare, for a quick, telling overview.



Not only did the tool help me filter out the noise, but I discovered the weight of Reddit as a key channel for us. That's something I wouldn't have had time to explore otherwise.



Lindsey LaMont

Community Manager & Brand Ambassador Relations @ Truecaller

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