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The revolution in understanding what your customers really want

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Clear strategies for an increasingly competitive market

Getting ahead of the wave of 5G opportunity

## **Product Diversif cation**

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Dear Private Equity Client,

In 2020, we are launching a set of ideas tailored to private equity clients – ideas on interesting opportunities suggested by our partners: social listening techniques, the rise of populist banking, taking retail companies.

The COVID-19 outbreak and its economic consequences mean that near-term investor focus is on identifying ways to make them more resilient.

However, the crisis will create opportunities for investors to partner with quality businesses and support the economic recovery. We hope that these ideas are interesting, that they provide you with food for thought, and that they prove helpful.

All the best,

Partner, Head of Corporate Finance & Advisory in Singapore

## The revolution in understanding what your customers really want

Companies have traditionally relied upon consumer surveys, focus groups, and research reports to understand their customers. These methods have several shortcomings. Sample sizes are limited and subject to bias. The studies take time to organize, and companies often complain about discount airlines but then use them all the same.

Social listening provides an alternative: It allows companies to understand what their customers really want.

advanced techniques to analyze social media accounts and their contents automatically and  
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manufacturers that learn how to understand consumers in actionable ways — and to test  
consumers' reactions in real time — will have a huge advantage.

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“Super apps” such as Grab and Go-Jek have risen in Southeast Asia, and we can expect some of  
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