



## SENSING THE PULSE OF YOUR AUDIENCE

OPPI is an advanced customer analytics tool that enables businesses to stay ahead of customer expectations. By understanding real-time opinions and sentiments, OPPI helps businesses gain a comprehensive understanding of their customers' needs and preferences, enabling them to tailor their products and services to meet specific demands.

### WHY IS THERE A NEED?

Businesses today face the challenge of gathering accurate and timely customer insights in a cost-effective manner. Traditional survey approaches can be slow, expensive, and often fail to capture the nuances of complex conversations. This leads to a lack of understanding of customers' needs and preferences, which can result in poor customer engagement and alignment, and ultimately, lower revenues.

### OUR TRACK RECORD

- Singapore Ministry of Community, Culture and Youth
- Australian High Commission
- University of Leeds
- University of York
- Edgelands Institute (Harvard University)

See our video testimonials at [youtube.com/youoppi](https://youtube.com/youoppi)

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## Our Services



Customer analytics platform with current customers (monthly subscription)



Bespoke customer research services for new market / industry

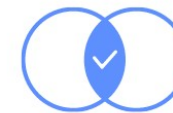
## Our Advantages



Get Real Time Insights



Leverage on wisdom of the crowd



Discover Common Ground among the most divided



Cost competitive and effective compared to others



Over 32,000 participants thus far

# Know your customers inside out

Stay ahead of customers' needs



[www.oppi.live](http://www.oppi.live)