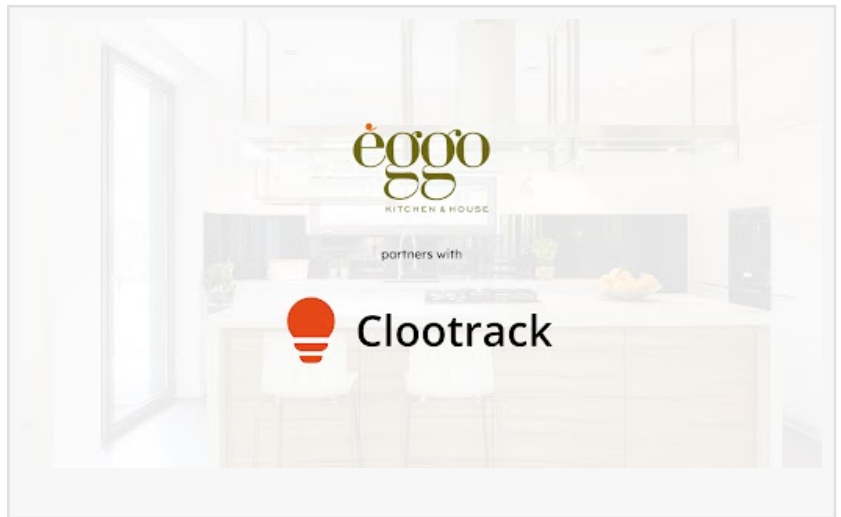


Eggo partners with Clootrack for faster customer intelligence with AI

NAMUR, BELGIUM, October 22, 2024 /EINPresswire.com/ -- [Eggo](#), the renowned Belgian brand known for its high-quality, made-to-measure furnishings, has onboarded [Clootrack](#), a leading AI-powered customer intelligence platform. This collaboration aims to revolutionize Eggo's approach and utilize Clootrack's state-of-the-art technology to gain a deeper understanding of customer conversations.



Recognizing the need for deeper insights into customer preferences, Eggo will leverage Clootrack's comprehensive platform to unify customer conversations, eliminate noise, and extract actionable insights. This holistic approach empowers Eggo to tailor its strategies effectively to meet the diverse needs of its customers.

"We chose Clootrack for its ability to deliver rapid insights and actionable data that can be segmented by region and language," said Marion De Decker, CMO at Eggo. "By harnessing these insights, we aim to refine our marketing strategies and deepen our connection with our customers."

Clootrack's patented [AI-driven analysis](#) provides both qualitative and quantitative real-time insights. This capability allows Eggo to make swift, customer-centric decisions, enhancing its responsiveness to changing market trends.

"We are excited to partner with Eggo, a brand that shares our commitment to understanding and enhancing customer experiences," says Shameel Abdulla, Chief Executive Officer of Clootrack. "With Clootrack's capabilities, Eggo will gain invaluable insights into nuanced customer choices in various segmentations that will inform their strategies and drive growth."

The partnership will enable Eggo to break down customer feedback by region, language, and other demographics, providing a detailed view of its customers. This granular understanding will

help Eggo develop targeted marketing plans that resonate with its diverse audience.

With Clootrack's support, Eggo is poised to elevate its customer experience strategy, ensuring that every interaction is informed by deep insights into consumer behavior. This partnership underscores both brands' commitment to innovation and excellence in serving their customers.

About Eggo:

Eggo is a Belgian brand renowned for its commitment to high-quality, made-to-measure furnishings that combine functionality with timeless design. With a rich heritage and a focus on customer satisfaction, Eggo has established itself as a leader in the furniture industry, offering a diverse range of products tailored to meet the unique needs and preferences of its clientele. The brand prides itself on using premium materials and innovative designs, ensuring that every piece not only enhances living spaces but also reflects the individuality of its customers. For more information, visit eggo.be.

About Clootrack:

Clootrack is an AI-driven, patented consumer intelligence platform that delivers qualitative insights 7.5 times faster. By integrating a comprehensive blend of data from various customer touchpoints, Clootrack provides brands with a complete understanding of customer sentiments and priorities.

Clootrack's patented unsupervised analysis facilitates rapid achievement of desired outcomes, enabling companies to identify patterns and make informed decisions. With the ability to analyze text and voice data in over 55 languages, Clootrack empowers brands to drive meaningful engagement and enhance customer satisfaction.

Discover the impact Clootrack can have on your brand by visiting <https://www.clootrack.com/>.

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