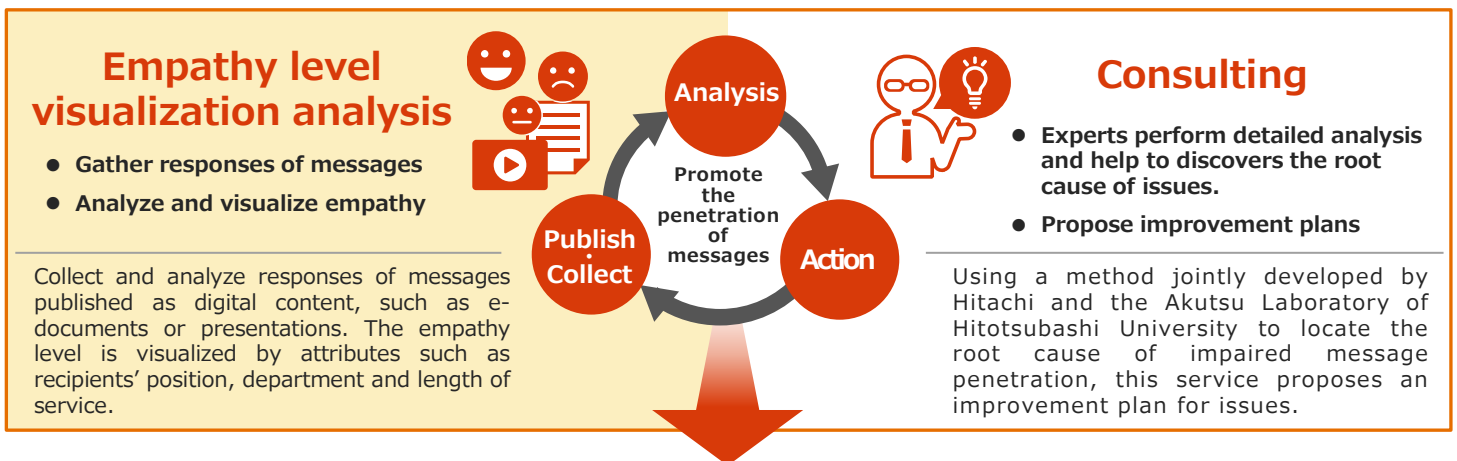


A service for measuring empathetic levels of digital content to establish a powerful brand

Empathy Monitoring Service

Hitachi's Empathy monitoring service visualizes the empathetic level of digital messages to employees or consumers and consults them on how to make improvements.


This service helps organizations to cultivate unity and alliances through corporate identity or message penetration. It also supports companies to help earn the trust of their consumers in order to develop brand awareness and enhances brand power.



- ✓ Cultivate organizational unity with shared objectives
- ✓ Increase brand image by gaining consumers' trust and compatibility


Service Features

Detail Visualization




Visualize recipients' empathy in detail through "Where" and "How".

Improvement plans are based on research




Consultants use structural analysis to find out the root causes and background of impediments to message penetration and provide subsequent improvement plans.

Supports a variety of message formats




Visualize empathy not only for documents but also for a variety of messages, such as online presentations and video.

Responding to the survey itself drives message penetration



The reply action itself promotes the penetration of the message because the survey of this service is a system in which the receiver reads the message and replies with the emotion that they have come up with.

Shorten the time to start service



This service uses a new survey method that allows people to directly input their impressions of messages to check for empathy. As a result, it can start surveying immediately without the need for query design.

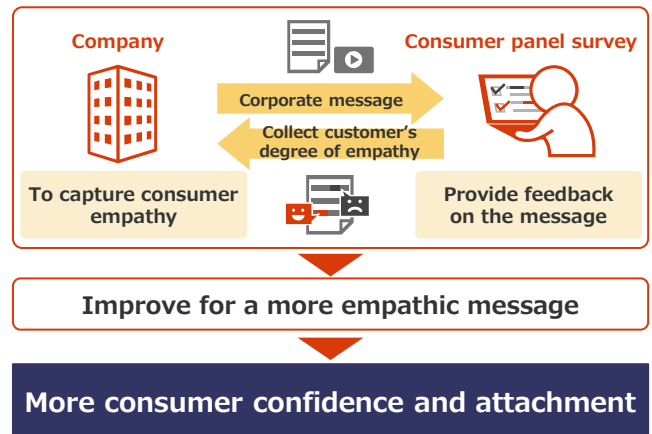
Building a strong organization with a sense of unity by empathizing with corporate identities and philosophies

By visualizing the degree of empathy for messages to employees, message content can be improved to generate more empathy. This service can be used to create an organization where employees can empathize with a company's vision and work with a sense of motivation and unity. It also helps to clarify corporate philosophy by visualizing the values of employees and finding expressions that clearly convey the message of the organizations.



Gain consumer confidence and build relationships for a company and its products

By using this service for consumer panel surveys, it is possible to visualize in detail the empathy for messages sent from companies to consumers focusing on where and how they felt empathy. By making improvements based on this, a company can send out empathetic messages that generates trust and affection for the consumers. (This Service is not a consumer panel survey.)



Enable interactive communication

Online seminars and presentations for large audiences tend to be one-sided and less responsive. By using this service, listeners can easily give feedback reactions in real time. Presenters and listeners can understand and see the reactions of others in real-time. This enables two-way communication which allows presenters to send messages that generate more empathy.



● Hitachi reserves the right to improve or otherwise change the specifications of this service without prior notice.

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