



# Big Data for Reputation Management





We've been witnessing a significant change in reputation management techniques over the last decade. Reputation management is no longer a strictly Public Relations affair. It is seen more as a Data Challenge, a 24-hour-active data-driven business.

Such a change both gives companies more freedom and threatens the wellbeing of giant and successful enterprises. Essence of the change is the fact that most of the reputation management has gone from the print media into online sources. And the fact, that 75% of online users are more likely to click on a negative review than on a positive one, does not make this process easier.

Evolvement of Social Media lies at the heart of this shift. Users are not only writing and sharing, they are influencing each other's opinions, thereby undermining or improving brand reputation.

The availability of the online conversation offers businesses unprecedented access to consumer opinion, attitude and social behavior. Social media contains more material than ever published about almost any company or brand. All this material is offered for free. All you have to do is learn how to listen and understand these conversations.

Knowing all of it and admitting the fact that at some point social media is inevitable in modern life, brings companies closer to realizing the importance of monitoring, measuring and managing the reputation online.

Big Data Analytics in reputation management helps you identify leads and opinion leaders, lets you engage with online communities, tracks your success and lets you protect your most valuable asset – your reputation. But these are only the few perks that make data matter.



## Why exactly is Big Data essential for Reputation Management?

With the ability to collect, analyze, and track big data including social media posts, business trends, and sentiments, it's becoming easier than ever to determine reputation. This offers businesses useful information about the market, customer sentiments, competitors and more.

Big Data Analytics is typically good news for businesses interested in better tracking sentiment and reputation. The use of big data has already proven to be positive for many businesses. Companies that use Big Data have productivity and profitability that's between 5% and 6% higher than others.

It also helps them spend their marketing budgets more effectively, as companies that use data as an essential part of their marketing and sales decisions typically improve their marketing return on investment by 15% to 20%.

Social Web forms a sort of social credit score for businesses. In the reputation economy, businesses are judged by how well they treat customers and what customers say about them. Big Data can be used to track and analyze all of this information, and even compile it into a reputation profile.

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## 4 Big Data Use Cases for Reputation Management

1

ADJUST PRICING & IMPROVE GUEST EXPERIENCES IN HORECA

complaints, praise and other details are tracked in order to identify strengths and weak points in their service.

- **Brands are tracking reliability of partners and resellers**

More and more companies are using data points to find out how their partners and resellers are representing their brands online. They're looking into pricing policies, quality of service and may even detect unauthorized resellers.

2

CONTROL PRICING POLICIES & QUALITY OF SERVICE FROM PARTNERS AND RESELLERS PART

3

IDENTIFY ROOM FOR IMPROVEMENT

- **Product teams identify room for improvement**

Analyzing customer reviews, organizations are able to identify small problems and issues that can be improved upon. Monitoring conversations can point out some design features that make a product inconvenient to use, or a new feature users would love to see in a product.

4

MEASURE THE IMPACT OF CUSTOMER RESPONSES

- **Businesses measure reaction of the general public**

During a major issue or crisis, Big Data can be used to see how your audience is responding to statements, what influencers are saying, and which demographics are saying what. This gives a lot of room to adjust those statements.

Here is only a small amount of examples of how retailers, hotels, restaurants and other organizations are currently putting Big Data to work for reputation:

- **Hotels use reputation data to improve their services**

In addition to adjusting pricing, reputation data is used to improve guest experiences. Sentiment,

## About InData Labs

InData Labs is a data science company that provides data strategy consulting, engineering & predictive analytics services. We are here to arm you with strategy, technology and expertise that will move your business towards better data-driven decision-making.

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