



InData Labs

Big Data for Reputation Management



The digital era has reset our perspectives on many things. Historically, reputation management was among non-technical PR activities that were limited to analog print and, later, electronic media. Today, reputation management techniques are majorly data-driven. It means that influencing impressions is a data challenge now, presented by the dominance of Big data and the Internet.

This shift both gives businesses more freedom and threatens the well-being of established enterprises. However, the diversity of online sources makes it hard to get a handle on the user's feedback manually. But with over [98% of customers](#) relying on reviews as a choice criteria, businesses have no other choices.

"Your brand name is only as good as
your reputation"

Richard Branson

How consumers read and write local business reviews

Brightlocal

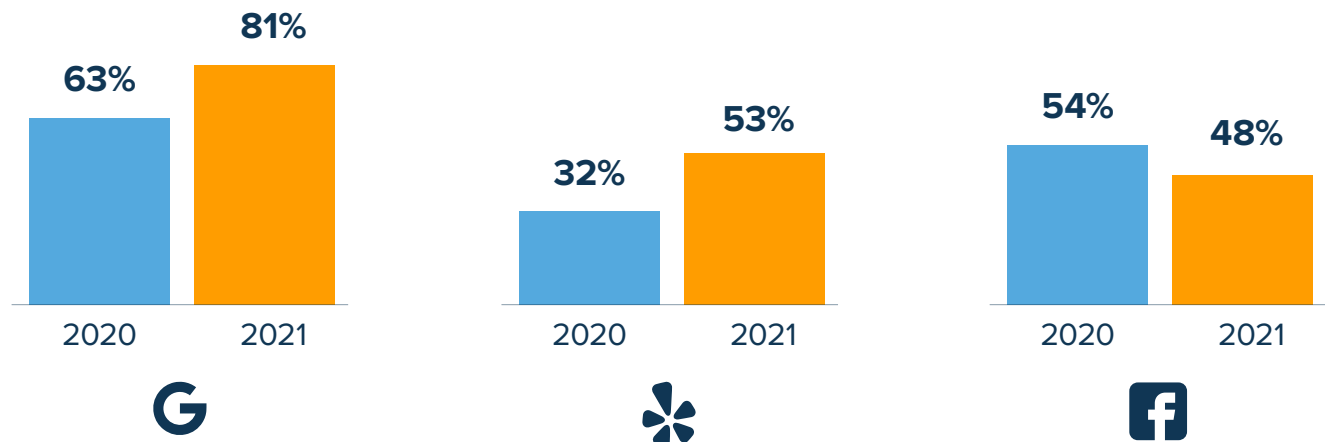
98% read online reviews for local businesses

80% would be 'likely' or 'highly likely' to leave a review if their initial negative experience was turned into a very positive one

78% use the internet to find out information about local businesses more than once a week



Which review sites are consumers using more and less?



Which business types do consumers pay the most attention to reviews for?



34%

Service-area businesses and tradespersons



83%

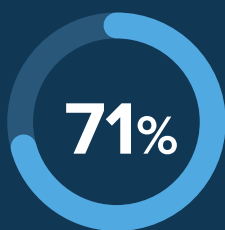
Care services



82%

Healthcare

The evolution of social media also had a hand in transforming reputation management approaches.



of users are more likely to make a purchase based on social media referrals.

Hubspot

Social media users are not only writing and sharing, they are influencing each other's opinions, thereby undermining or improving brand reputation.

On the bright side, the availability of online conversation offers businesses

unprecedented access to consumer opinion, attitudes, and social behavior. This makes social media platforms a priceless source of information for customers and companies alike. Thus, you can easily track your product or service performance, monitor negative sentiments, or engage directly with the customers.

To make online reputation efficient and real-time, companies are turning to Big Data analytics. The latter helps businesses identify leads and opinion leaders, engage with online communities, track success and protect their most valuable asset – reputation. But these are only a few perks that make data matter.

"In a digitally connected world, a byte of data can boost or bite your brand."

Bernard Kelvin Clive

How does data analytics support reputation management?

Coupled with AI, Big data analytics helps monitor the reputation of a brand by tracking mentions of the company's name in different media outlets, such as social media and blog posts. The insights can then be used to identify how a company is perceived by different audiences.

Unlike traditional reputation management

approaches, data analytics gives a thorough understanding of a customer by automatically accumulating a massive data layer from multiple resources. The wealth of information is then analyzed and sent for reporting to the executives. These insights, in turn, allow companies to take control of their narrative and make it positive.

Main data points for online reputation management:



Review sites



Product reviews



Survey data



Search results



Call center voice recordings



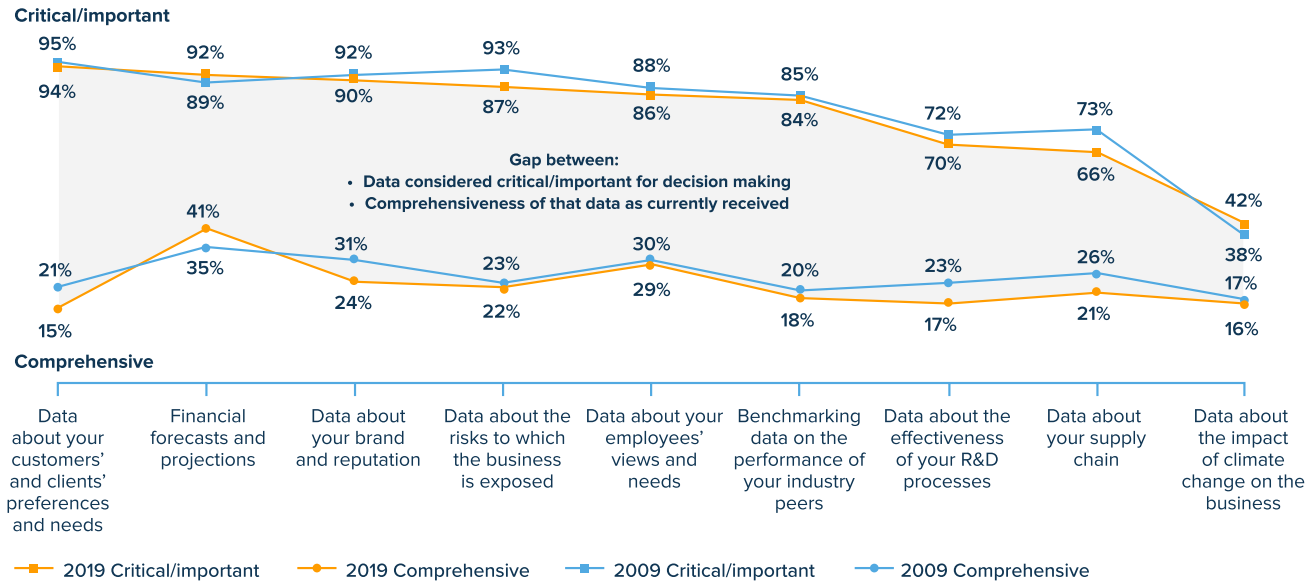
Business listings



Social media



E-mails

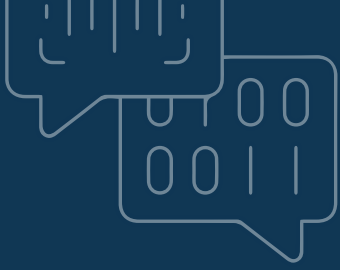


"Only **24%** of CEOs are satisfied with the comprehensiveness of brand reputation data."

How do online reputation management tools work?

Online reputation management (ORM) tools rely on data analytics algorithms to reveal unfiltered opinions, reviews, and testimonials. However, opinion data is multi-form and is scattered across the web, thus classifying it as Big data. Therefore, Natural Language Processing (NLP) algorithms are the ones that prove effective when analyzing the grammatical structure and semantic meaning of text or audio data.

To measure customer satisfaction, brands also use sentiment analysis as a part of NLP. Sentiment analysis aids companies in identifying opinions and emotions, thus classifying them into negative, neutral, or positive.



Natural language processing

- branch of artificial intelligence that allows computers to understand and interpret text or audio data.

Sentiment analysis



NEGATIVE

The customer service is bad. I was treated rudely at the reception desk.



NEUTRAL

The service is great but you could do better.



POSITIVE

Loved your customer service. Keep up the great job!

How do you evaluate your reputation?

Sentiment analysis uses natural language processing to give a positive or negative score to given text stimuli. This is done by giving a numerical score to positive words (“great,” “excellent”, etc.) and reversing the score for negative words (“awful,” “bad,” etc.). Sentiment analysis monitors the whole sentence to identify the word context.

Also, punctuation and capital letters may

also influence the overall response score, as these may signal additional emotional dimensions felt by a customer. Sentiment analysis results can then help companies better analyze the tone of each review without mining them manually. When the negative tone is prevalent, brands can take a proactive approach toward enhancing the operations that are negatively impacting their reputation.

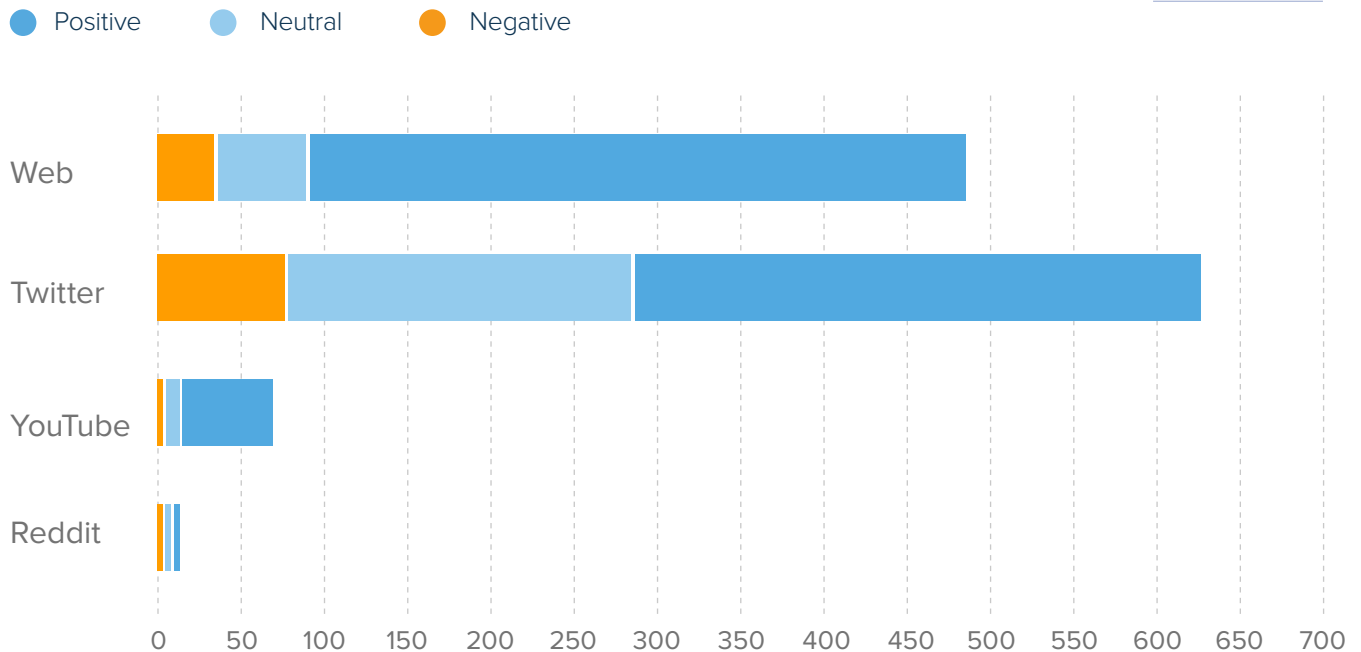


"I tried out the new smartphone by the X company. I was really impressed. The camera was a little disappointing, but the price-value ratio is awesome."

- the new smartphone...really impressed = +4
- camera...disappointing...= -2
- price-value ration...awesome = +4

Sentiment ratio by channel

Mediatoolkit



Stay one step ahead

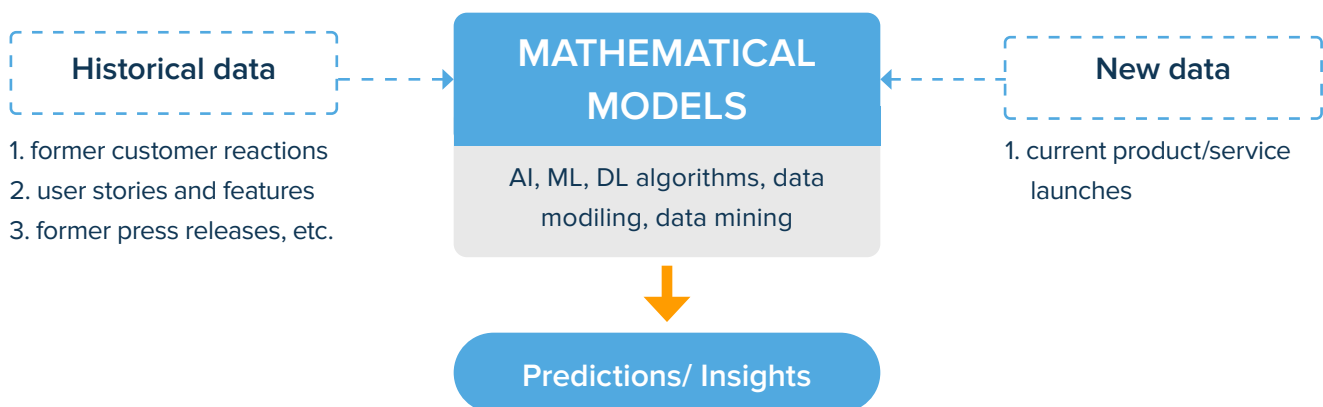
Reputation management doesn't always have to be retrospective. Predictive analytics and Big data allow brands to predict social commentary by envisioning trends or potential customer service issues. Predictive analytics is also helpful for identifying valuable customers at the brink of a high churn level. The latter is closely associated with positive customer experiences.

"Corporate banks can reduce churn by 20%-30% by employing predictive analytics."

BCG

Predictive analytics, thereby, helps companies enhance or establish their reputation intelligence by integrating social commentary datasets and performance indicators into predictive tools or trend analysis. This way, brands can define an accurate connection between their former campaigns or products, and foresee the reaction to the new ones.

How does predictive analytics work?



5 Big data use cases for reputation management

1. Adjust pricing and improve customer experience
2. Enhancing customer lifetime value
3. Get a competitive edge
4. Improve current services
5. Amplify crisis management

Big data analytics is a strategic asset for any company that wants to get a quantitative handle on current business operations. Here's how companies employ data intelligence to raise their online profiles.

Adjust pricing and improve customer experience

Smart algorithms help retailers, travel agencies and other B2C companies promote more positive customer experiences by offering specific customer groups a steeper discount than normal. Tailored prices, in turn, encourage customers to leave positive reviews and make regular purchases again. Sentiment, complaints, praise, and other reactions are also tracked to identify the strengths and weak points of the service to enhance customer journeys.



Enhancing customer lifetime value

Companies can also turn Big data into value creation by mining first-hand feedback from customers. One of our clients, which is a U.S. FMCG company, increased its bottom line through real-time customer sentiment. By analyzing email and audio customer feedback, the company is now always aware of its performance, thus raising customer satisfaction and boosting its revenues.

Get a competitive edge



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, and quality of service and may even detect unauthorized resellers. Thus, companies are more privy to industry-acknowledged online representation and have a better chance of becoming conversion-worthy.

Improve current services

By 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 that users would love to see in a product. Thus, [Visa](#)'s use of sentiment analysis allowed the company to tailor its offering to SMB owners and grow positive feedback to 50-60%.


Amplify crisis management

During turbulent times, Big Data analytics can be used to see how your audience is responding to statements, what influencers are saying, and assess the overall tone of voice for different demographics. By setting optimal baseline metrics, brands can effectively monitor their brand health and spot reputational threats early.



ABOUT INDATA LABS

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