

MANAGE YOUR REPUTATION WITH MEDIA MONITORING, REPORTS AND REPUTATION PILLARS



OBI BRAND MONITOR

Media monitoring provides clients with structural insight into global conversations, relevant topics, events and social media crises, as well as online and offline sources for measuring and managing reputation. By identifying and measuring the impact of stakeholders on brand reputation, organizations can respond in a timely manner based on real-time insights. The OBI Brand Monitor supports the communications professional in managing the organisation's online and offline reputation. Communication & PR departments, Spokesmanship as well as Marketing are provided with action-oriented insights. Therefore, the internal organisation remains up-to-date on what is going on.

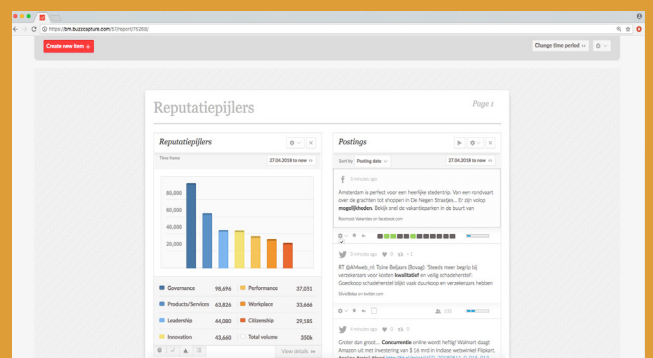
With the OBI Brand Monitor it is possible to gain in-depth insights into the online volume, both nationally and internationally. Message sentiment is

added automatically as well as manually, making sentiment analysis much more reliable. Real-time reports allow you to see exactly where discussions are taking place and the reach and media value of both online and offline content. Do you always want to stay informed about what's going on? Then set up alerts so that you get a text message or e-mail when stakeholders have placed something about your brand.


Do you want to take the next step in the field of reputation management? Or do you want to map out the impact of a crisis? Our team of dedicated analysts is specialized in reports and infographics to gain relevant market insights and improve your reputation. For example, it is possible to have media analyses drawn up on a regular basis and we provide stakeholder analyses, crisis reports, market research and marketing reports at product level. 

THE ADVANTAGES OF THE OBI BRAND MONITOR

- One integrated database, including archive
- Combination tool and advice via a permanent contact person
- Automatic and manual sentiment analysis
- Award winning tool



OUR CUSTOMERS

Various customers already benefit from the combination of OBI4wan products and services. We strengthen Customer Service, Marketing, Communication and PR at, among others, IKEA, Unicef, Boskalis, Tele2, EY and McDonald's. OBI4wan not only delivers the solutions, but also thinks along! 

“ We use social media monitoring to follow certain themes: what is said about this theme, by whom, when and where? This is not just about the own brand or the own industry.



Liesbeth Aarsen,
Manager Marketing/PR
EY

“ If you, as a company, do not speak the language of the ultimate consumer (customer), then completely miss the point. Social media monitoring is therefore important when drawing up your communication and PR strategy.




Edwin Bas,
Devision Manager Health
GFK

POWERFUL SOLUTIONS FOR ONLINE AND OFFLINE MEDIA MONITORING, WEB MAINTENANCE, CHATBOTS AND MEDIA INSIGHTS.

ABOUT OBI4WAN

OBI4wan offers solutions to organizations for an optimal deployment of reputation management, online customer service, chatbots and media insights. We make innovative technology accessible and offer powerful and user-friendly tools as well as extensive services such as research reports, strategy and training.

We offer both stand-alone and integrated solutions for monitoring and engagement on social media, online media such as news and blogs, print media, radio and TV. Our team of experts and our total solution makes OBI4wan the partner for more than 1,000 customers worldwide. 



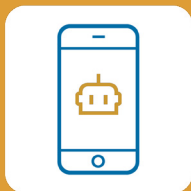
OBI Brand Monitor

Measure relevant insights about reputation, industry and stakeholders from online and offline data, social media, print media and RTV.



OBI Engage

Discover the power of OBI Engage: webcare via social media, messaging apps, reviews, live chat and chatbots in one solution!



OBI Bots

Your all-inclusive partner for building, training, deploying and managing smart chatbots that understand customers.



OBI Insights

Your specialist data intelligence partner for research, social analytics, data interpretation and action-oriented insights.

CONTACT US

For more information about our products or services, please contact us. We will gladly show you a free demo of our products or come by for a free conversation.

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