

RESEARCH & MEDIA INSIGHTS



OBI INSIGHTS

By monitoring and analysing the media expressions regarding your organisation, OBI4wan's Research & Insights team identifies opportunities and threats that may be important in building a good strategy. The team of experts and analysts complements the deployment of the OBI Brand Monitor and/or OBI Engage with tailored action points. The team ensures that the actionable insights are processed into high quality and easy to share reports and infographics, which you can immediately use. This is ideal when an organisation wants more insights from data, but does not have the time, resources or expertise to do so. The reports provide insight into the general reputation of your company, but also into the effect of a campaign/event, insight into the behaviour and perceptions of your target group or market, or the (in) direct impact of a crisis or important event.

Do you want to take an extra step in the field of reputation management? Or do you want to map out the impact of a crisis? Our research department will be happy to help you manage the ever-increasing numbers of data you have to deal with as an organisation. By extracting the value and meaning from data, we provide actionable insights that allow you to optimise reputation management, communication strategy and public relations activities.

The reports of our analysts are fully customized and fully tailored to your wishes and objectives. The reports can be taken once or repeatedly per week, month, quarter or year. Get the most out of data now with OBI Insights!



THE ADVANTAGES OF OBI INSIGHTS

- We provide actionable insights; the 'so what' behind the data
- Inhouse expertise of media analysis & monitoring, (online) reputation management and your industry
- Analyses tailored to business and/or departmental objectives
- Reporting tailored to the target group; company-wide, professional communication or board level
- Full picture of your organisation through 360 degree media integration
- Easily divisible reports due to attractive visuals



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, Novartis, Albert Heijn, ING, PostNL, GVB and Bol.com. OBI4wan not only delivers the solutions, but also thinks along!



“ Asking for help is a strength! It's great that the analysts at OBI Insights think along with us and are experts in the field of reputation management within a specific sector. Social media and media monitoring have already been fully embraced within Staedion. Both within our Communication department and Customer Service, social media is actively used to learn more about the social conversation, to inform residents and as a service channel. In addition, we produce independent (monthly) reports in which we gain more insight into what is happening on social media around our own brand, certain neighbourhoods and themes. This makes it clear how Staedion is spoken about on (social) media.



Bianca Witmer,
Communications Advisor
Staedion


“ Over time, we'll be using more and more of the features the Brand Monitor offers. We started with the daily updates and alerts. This is where the added value lies for professionals, such as press officers. But we are using the reports more and more often. And it is precisely these that offer added value for the entire organisation.



Hans van Kastel,
Senior Press Officer
KNVB

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. 



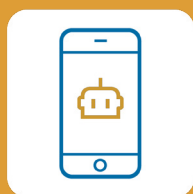
OBI Brand Monitor

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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