Case study
of a high-tech company

APPLYING
E-REPUTATION IN
REAL TIME TO
ANTICIPATE RISKS

RELATED JOBS

Digital Management,
Communication Management

SECTOR

Technology

SCOPE OF THE ANALYSIS

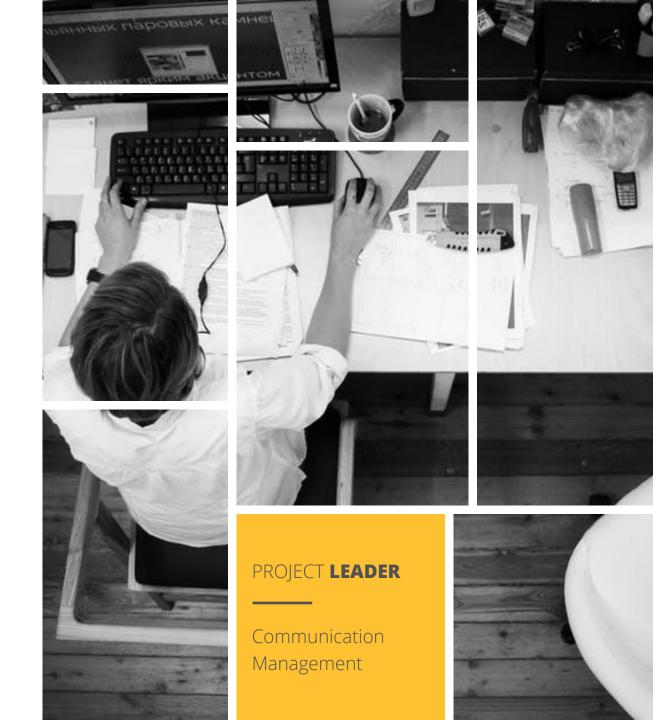Europe

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#CONTEXT

A high-tech actor is experiencing exponential growth with a very high rythm of innovation.

Its reputation has been built among his clients based on its ultra-reliability. Maintaining this highly positive image is essential to the company.

The quick innovation has recently destabilized some customers, and generated negative comments on social networks.

BUSINESS OBJECTIVES

Identify client criticisms and dissatisfactions and effectively manage any potential incident or reputation issues.

PROJECT **LEADER**

Communication Management

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#PROJECT

DATA & SERVICES

Deployment of Linkfluence's Social Data Intelligence platform

2 dashboards and more than 55 capturing requests set up by our linguists and semanticists.

4 training sessions for the different teams

An alert system on key issues

FOCUS ON

Monitoring of 6 core business products and related service offers

Monitoring of new product and service launches

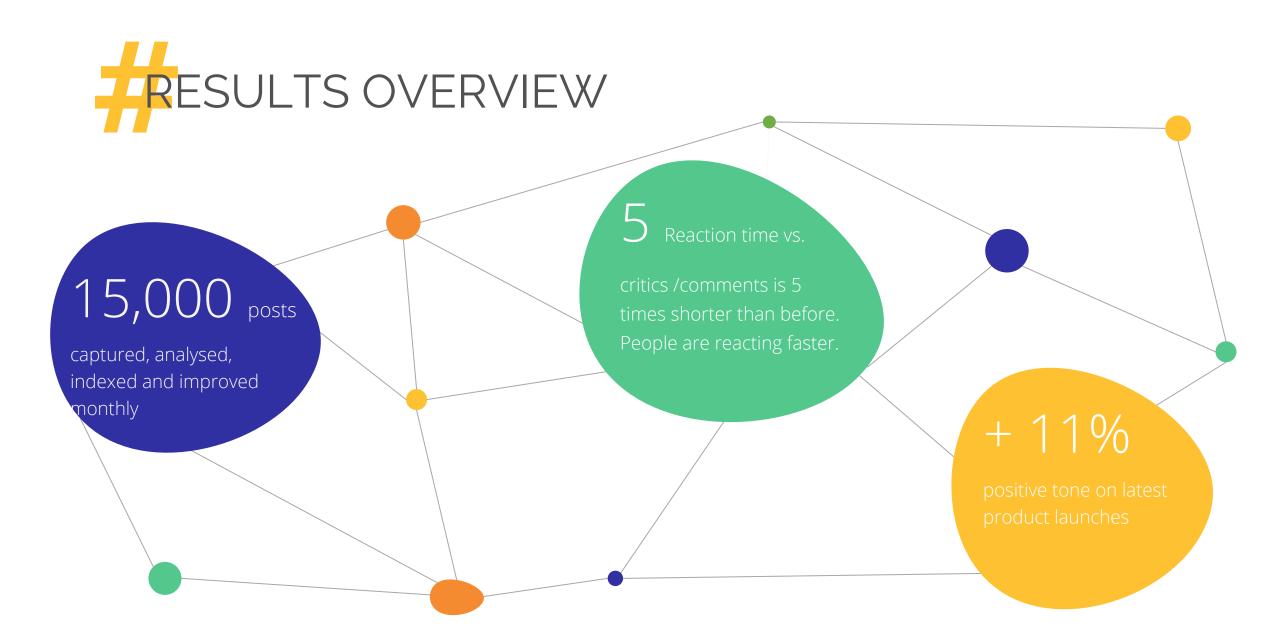Measurement of the scientific community's reactivity in the field of expertise

TOP NETWORKS

Twitter, Specialized Blogs, Media Sites

PEOPLE

1 Account Manager + 1 Solution Service Expert

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RESULTS OVERVIEW

15,000 posts captured, analysed, indexed and improved monthly

5 Reaction time vs. critics /comments is 5 times shorter than before. People are reacting faster.

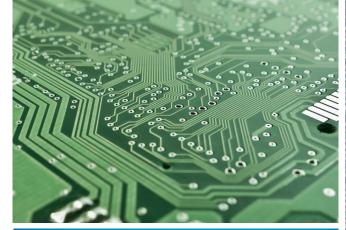+ 11% positive tone on latest product launches

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#BENEFITS

Real-time identification of information undetectable without social listening

A much closer communication with the users and an improved image

User suggestions taken into account more quickly in the company's innovation process

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NEXT STEPS

Two planned projects:

Segmentation of the active community on social networks to better understand and meet their expectations

The detection of key influencers of the sector to become more appealing

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