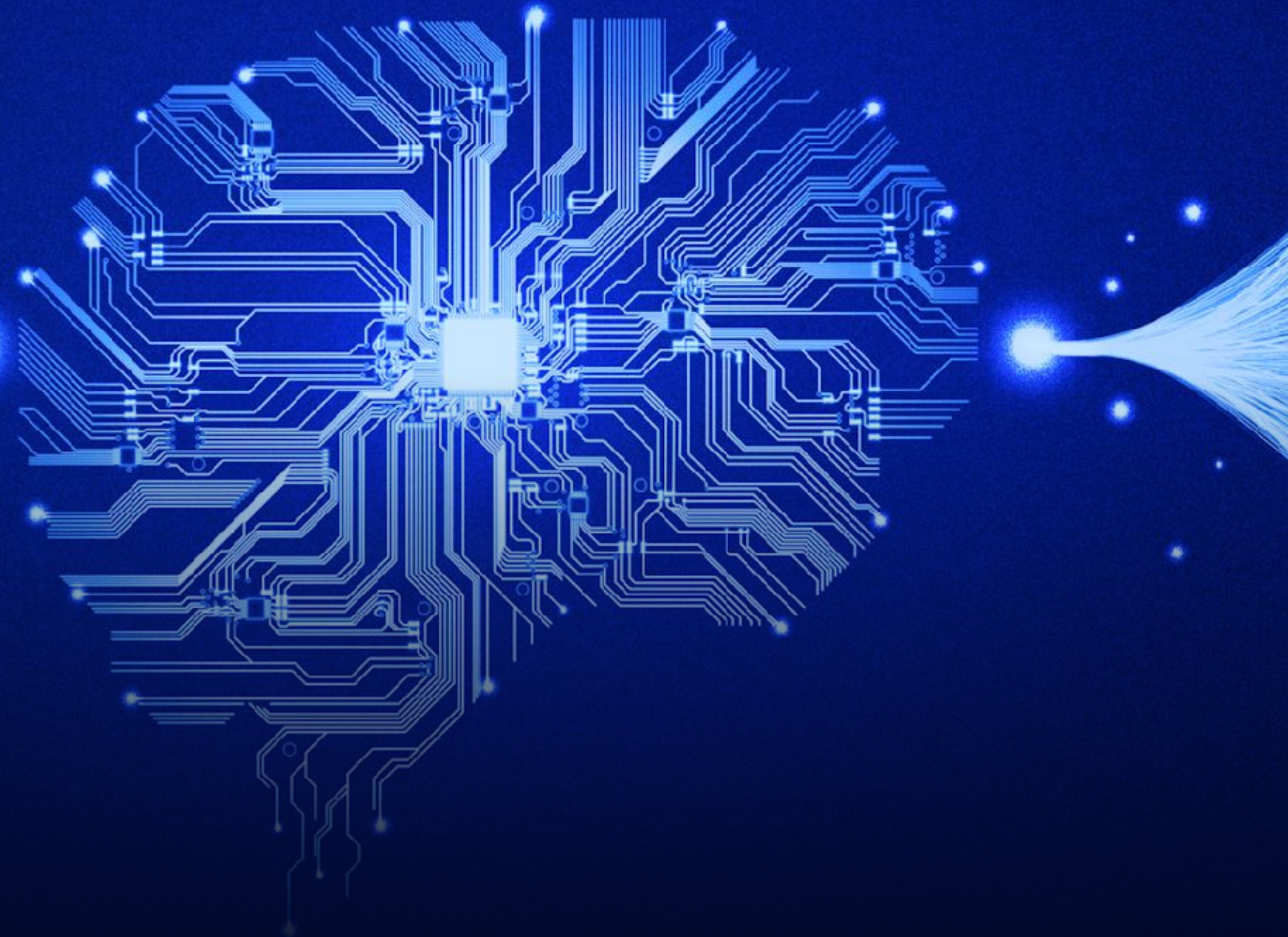


# Predictive Decision Intelligence: A New Approach to Reputation Measurement

**AMEC GLOBAL SUMMIT**

**May 25, 2022**  
**Vienna**





# LEADERS IN AI-POWERED SOCIAL INTELLIGENCE

## SINCE 2008

Converseon transforms conversation (and media) data into predictive decision intelligence through the power of applied AI



The Marketing Research and Insight  
**EXCELLENCE**  
AWARDS  
powered by QUIRK'S



IBM

Coca-Cola



Johnson's®



# A RECOMMENDED “NO CODE” NLP RESOURCE BY TWITTER TO POWER OTHER APPLICATIONS VIA API

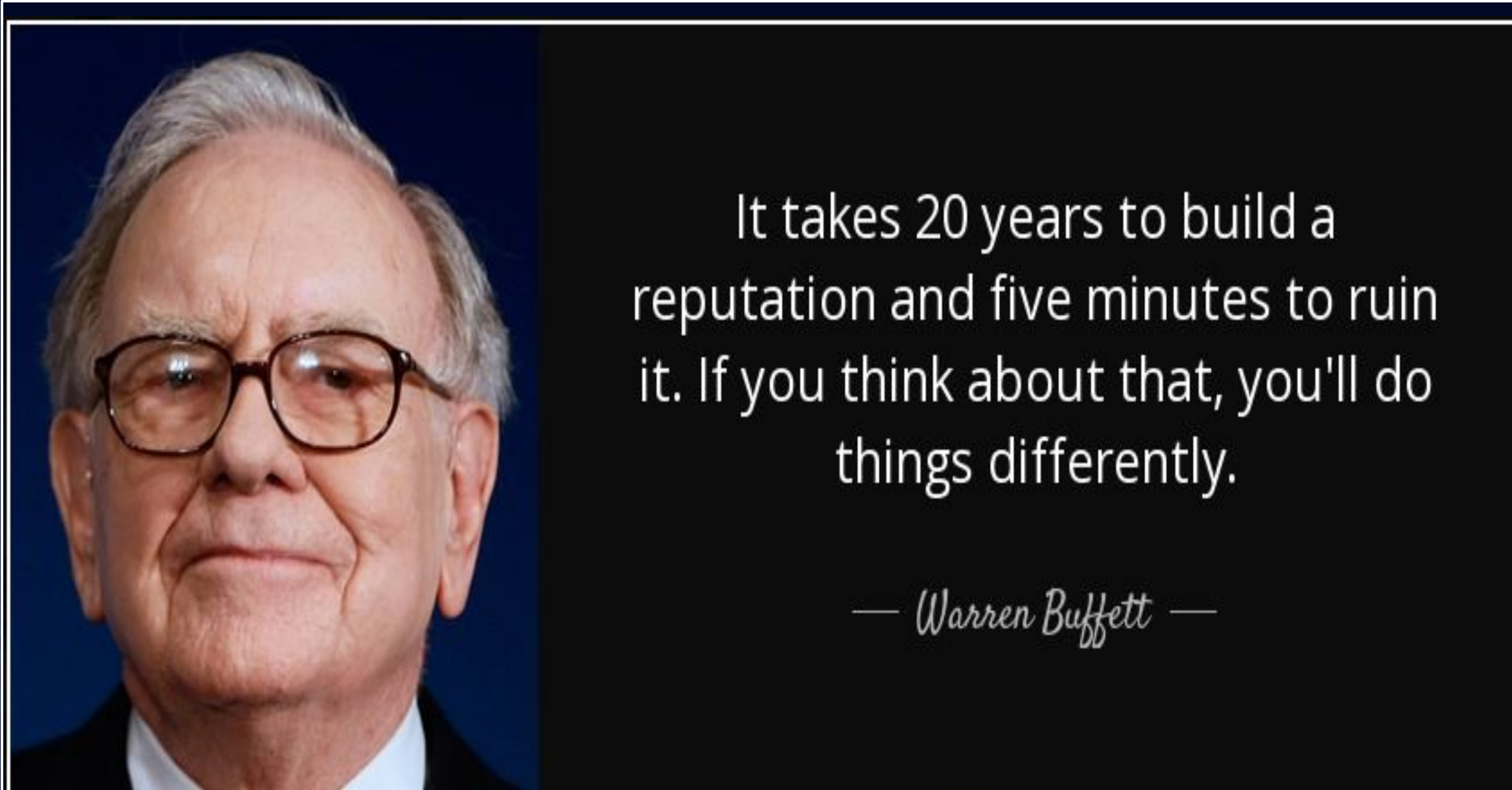
*“Deriving text-based insights from Tweets can take time, expertise and effort. By partnering with Converseon, we aim to reduce the level of work required by developers whose products can benefit from text analytics.”*



\*Also applies to MSM data



# ABOUT REPUTATION



We've always known instinctively that reputation matters but have been largely challenged by lack of data to support specifics. As is said: you can't manage what you can't measure and can't measure what you can't definitively define. To many, reputation remains an "intangible asset." To have a seat at the table we have needed better data and metrics translated into business outcomes than have historically been available.

Today we have them..



# THE REPUTATION CHALLENGE & OPPORTUNITY

- Never before have brands been as challenged to navigate through today's polarized world as quickly
- We have moved from too little data to too much data to harmful data (data that is erroneous and/or biased)
- Reputation is now “everything” - many common frameworks and reputation-based survey solutions miss the unknown unknowns (black swans)
- Speed to insight is essential. Many traditional approaches struggle to keep up and only done periodically
- Tying real tangible business value to reputation has been challenging, making it difficult to effectively invest



# WHAT WOULD THE IMPACT OF THIS STATEMENT BE FOR YOUR ORGANIZATION?

If we changed...

*“Our positive sentiment is up 5 percent this month...”*

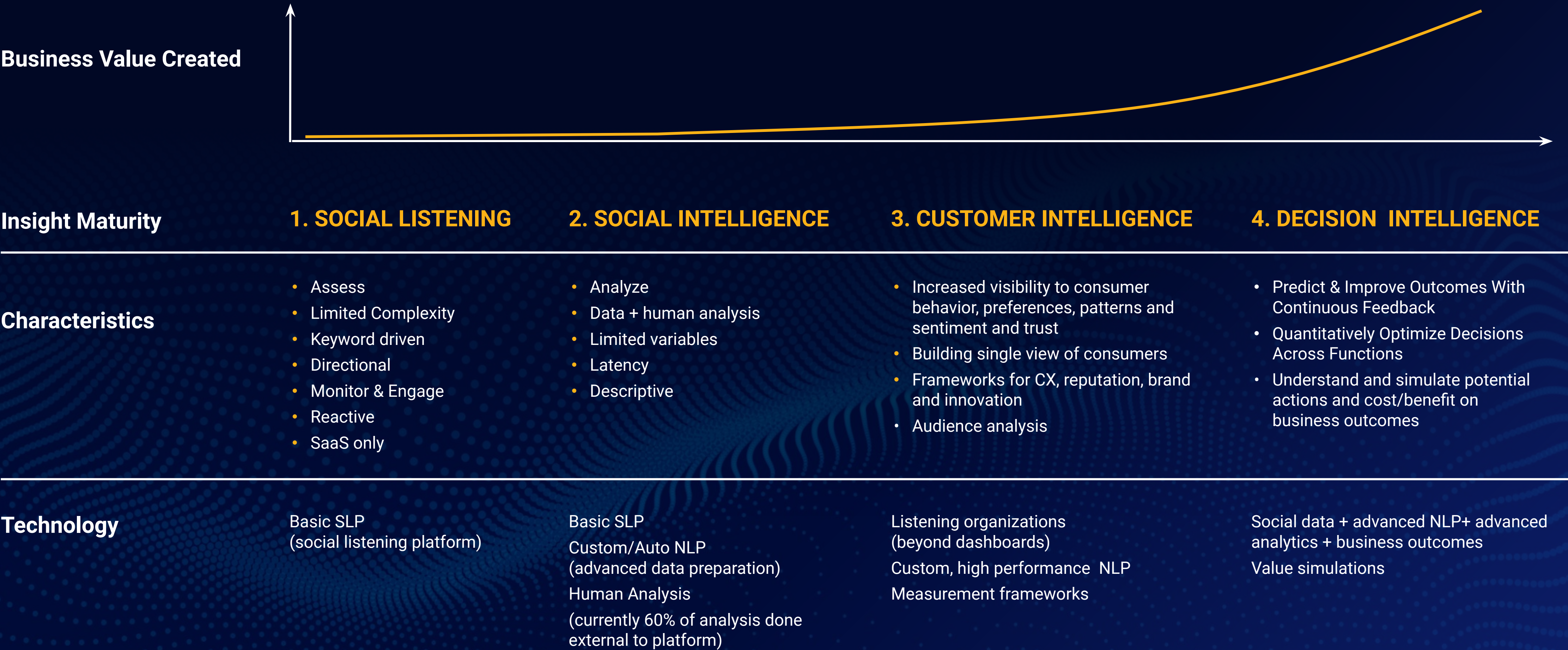
To...?

*“If we (Mcdonald’s) were to invest more heavily into improving our reputation in “environment” through communications and policies, it will generate an additional \$140 million dollars a quarter.”*

Source: Converseon PRIS platform



# IT REQUIRES EVOLUTION OF CURRENT APPROACHES





# ENTER DECISION INTELLIGENCE: WHAT IS IT?



## DECISION INTELLIGENCE

A discipline born out of applied AI + human expertise that isolates the “data that matters” to not only predict the future but also help brands understand the potential value and risks of specific actions on business outcomes before they take them (such as sales, loyalty and shareholder value)



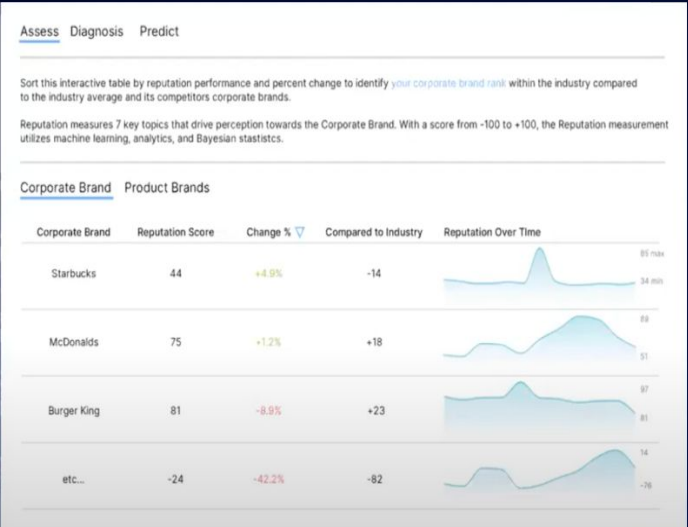
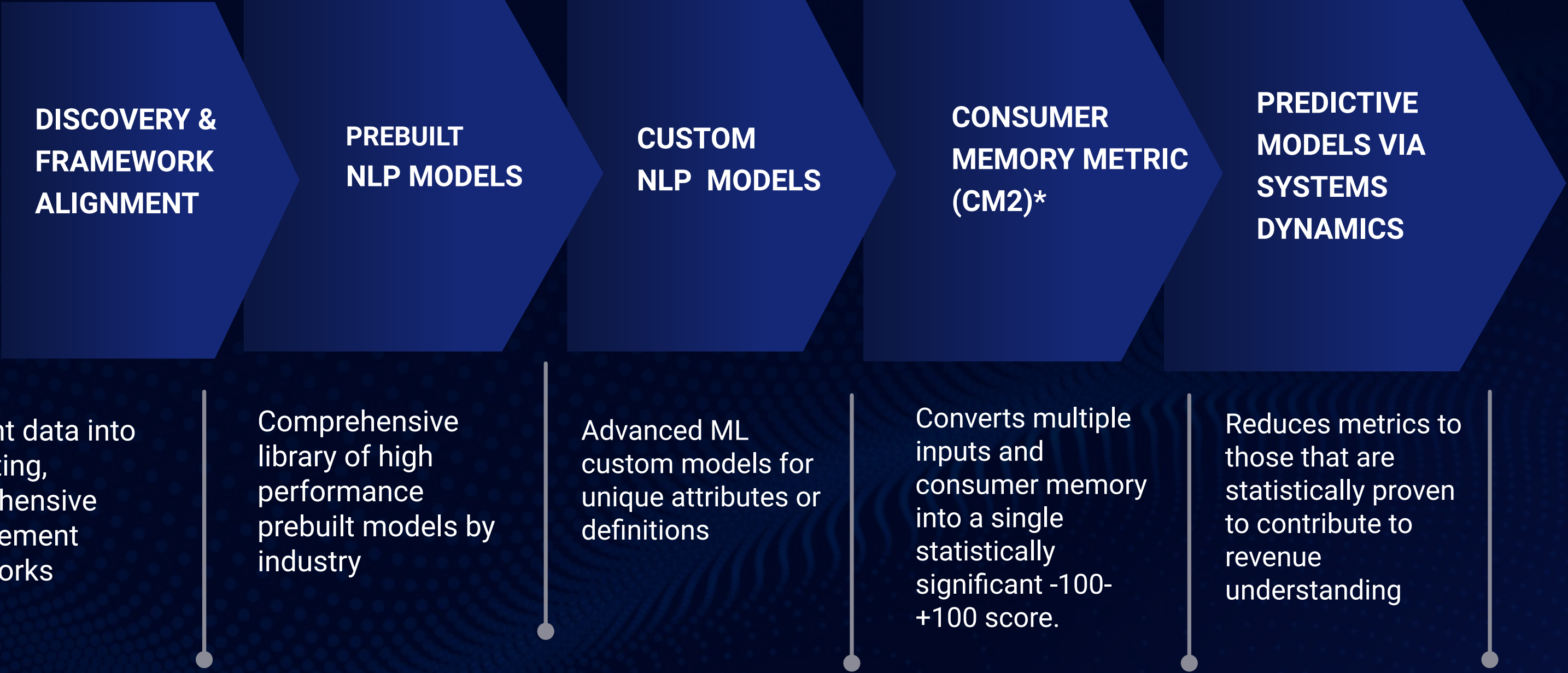
# IT REQUIRES DATA ENHANCEMENT VIA APPLIED AI

RAW CONVERSATION  
"DATA THAT'S AVAILABLE"

CONVERSUS™ "NO CODE" NLP PLATFORM  
FIVE STEP ENRICHMENT PROCESS

DECISION INTELLIGENCE  
"DATA THAT MATTERS"

- PUBLIC SOCIAL  
CONVERSATION DATA
- SURVEY  
VERBATIMS
- OTHER UNSTRUCTURED  
CONSUMER TEXT
- REVIEWS



- ✓ SHORT TERM SALES
- ✓ LONG TERM SALES
- ✓ SHAREHOLDER VALUE

APPLIED AIFORESIGHT

\*Reduces error rates for modeling by up to 60%

\*\*\* Includes how each metric not only represents a core idea but how the ideas are interrelated and together affect sales, rather than as individual trends



# LET'S APPLY NOW TO REPUTATION



**Index Score:** -100 to 100 based on all news & social media mentions. Big picture measuring across all attributes and stakeholder groups. Supports consistent benchmarking with an easy comparison across brands and industries

What?

## HOW DOES THIS SCORE BREAKDOWN BY ATTRIBUTES?

CSR & ESG



Trust



Customer Experience  
(Emotional & Functional)



Custom Attributes (TBD)  
Brand Purpose & Product  
Innovation: Smartbox, Ribbit/finance

## HOW DO YOUR SCORES BREAKDOWN BY SEGMENT OR STAKEHOLDER?



Customer Segments  
Brand affinity, Audience demos



Political Affiliation (future)  
Republican, Democrat, Independent



Geo (future)  
Urban, Suburban, Rural



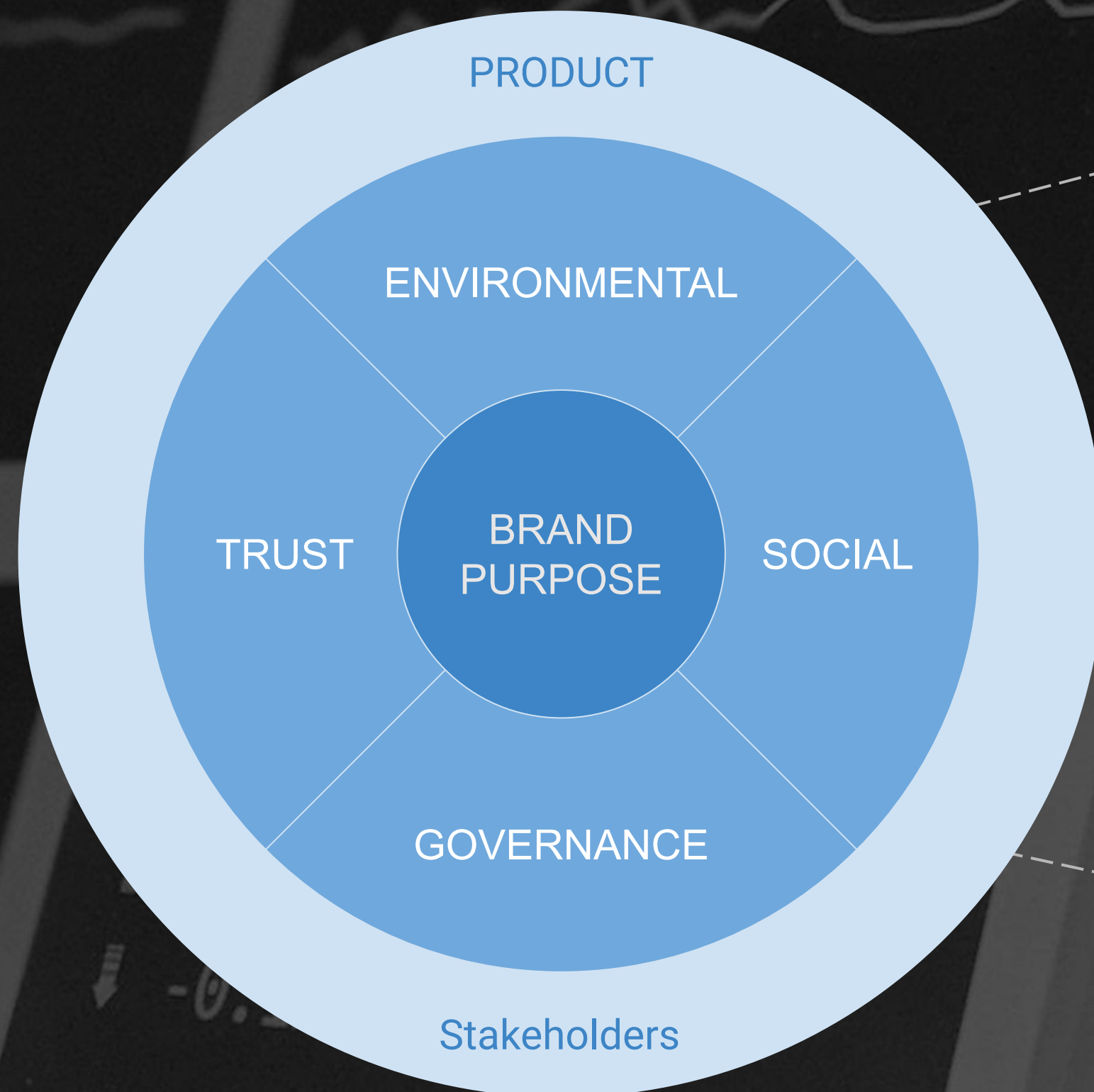
Stakeholders  
(Available now)  
Customer, Employee, Investor, Community

Who?

## WHAT IS STAKEHOLDER / SEGMENT TALKING ABOUT?



# PRETRAINED NLP MODELS BY INDUSTRY POWER FRAMEWORKS AT AGGREGATE, ATTRIBUTE AND SUB-ATTRIBUTE LEVELS



## Social

- Animal Rights
- Antiracism/Feminism/Wokeness
- Community Efforts
- Disaster Relief
- Educational Efforts
- Ethical Advertising
- Fighting Poverty
- Gun Violence/Stance
- Humanitarian Efforts
- Inclusion/Diversity Efforts
- LGBTQ Efforts
- Pricing Ethics
- Product Safety
- Representation
- Small Business
- Veterans and Servicepeople
- Women in STEM



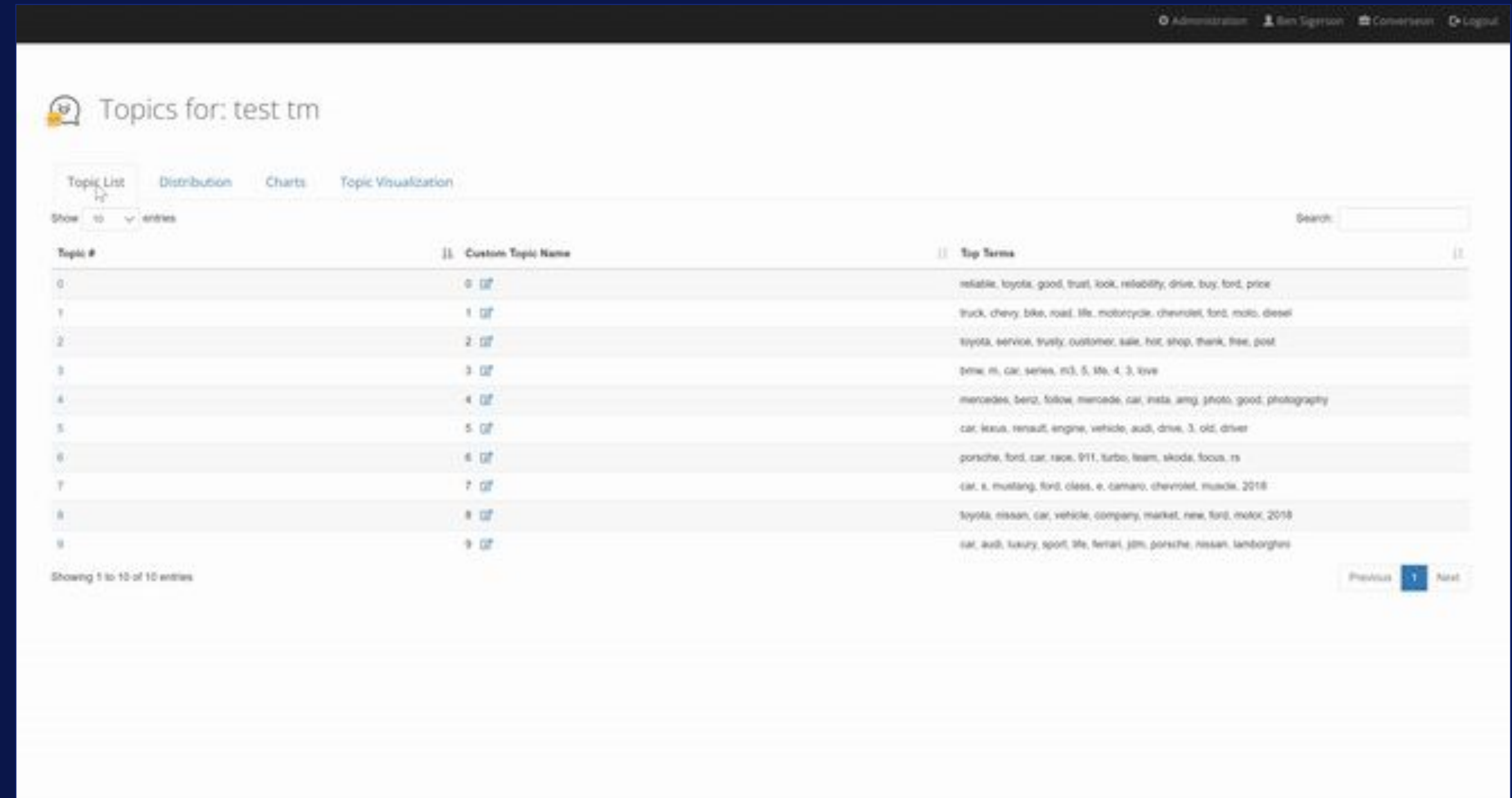
# TOPIC DISCOVERY ELIMINATES BLINDSPOTS

Conversus.AI

You want the ability to:

1. Have the data speak for itself (so called bottom up), showing the significant topics.
2. Ask the data how much it contains a particular topic (so called top down).

This approach allows one to take proven physiological, marketing or commercial frameworks and structured ways of thinking and populate it from the social and MSM media data, whilst not missing anything new or developing in an area of focus.



The screenshot displays the 'Topics for: test tm' interface in Conversus.AI. It features a navigation bar with 'Topic List', 'Distribution', 'Charts', and 'Topic Visualization'. Below the navigation bar, there is a search bar and a table of topics. The table has three columns: 'Topic #', 'Custom Topic Name', and 'Top Terms'. The table lists 10 topics, each with a custom name and a list of top terms. The interface also includes a 'Show 10 entries' dropdown and a 'Showing 1 to 10 of 10 entries' status message.

Topic #	Custom Topic Name	Top Terms
0	0 100%	reliable, toyota, good, trust, look, reliability, drive, buy, ford, price
1	1 100%	truck, chevy, bike, road, life, motorcycle, chevrolet, ford, moto, diesel
2	2 100%	toyota, service, trusty, customer, sale, hot, shop, thank, free, post
3	3 100%	time, m, car, series, m3, 5, 10, 4, 3, live
4	4 100%	mercedes, benz, follow, mercede, car, insta, amg, photo, good, photography
5	5 100%	car, lexus, renault, engine, vehicle, audi, drive, 3, old, driver
6	6 100%	porosche, ford, car, race, 911, turbo, team, skoda, focus, rs
7	7 100%	car, s, mustang, ford, class, e, camaro, chevrolet, muscle, 2018
8	8 100%	toyota, nissan, car, vehicle, company, market, new, ford, motor, 2018
9	9 100%	car, audi, luxury, sport, life, ferrari, jdm, porsche, nissan, lamborghini

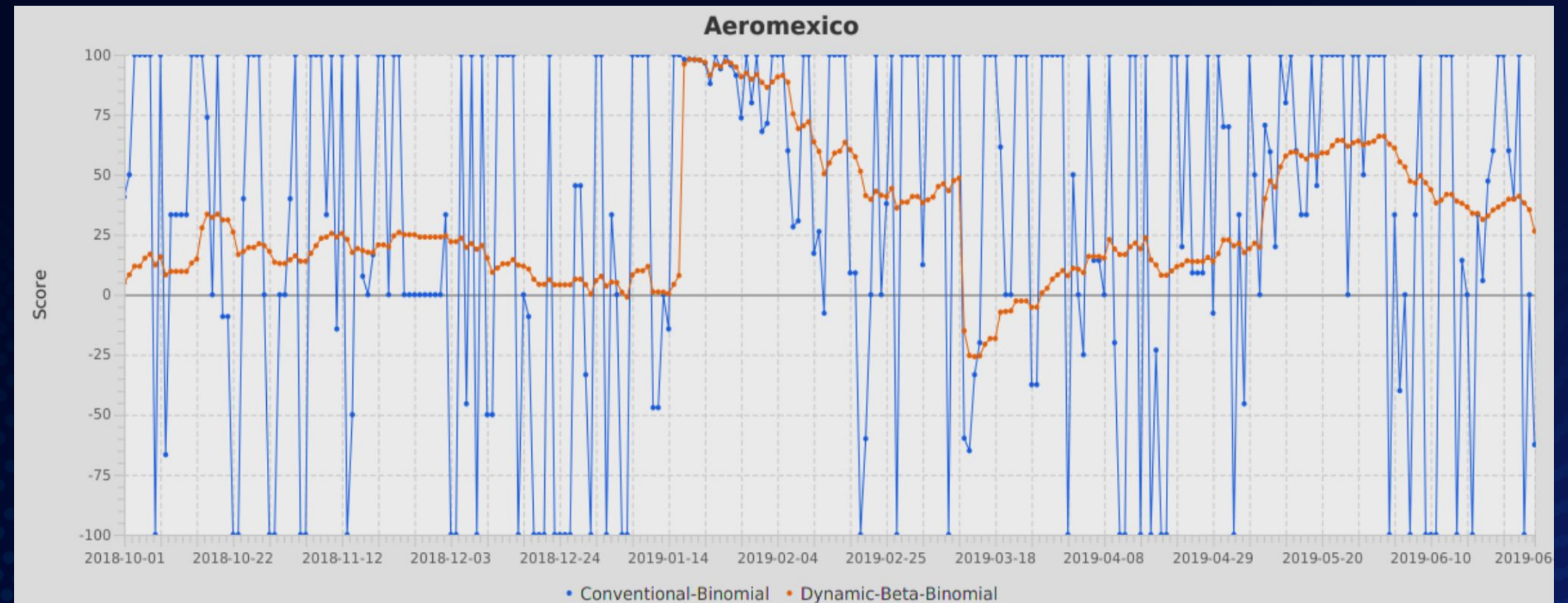
**Take out:** Don't make assumptions on topics, test them all.



# WE ALSO TRANSFORM DATA INTO STATISTICALLY MEANINGFUL “CONSUMER MEMORY” METRICS

A proprietary analytics system that collapses different attribute inputs and uses statistical modeling to incorporate consumer “memory” and create a clear -100 - +100 score across brands, attributes and sub-attributes.

This scoring system separates meaningful signals from noise to enable effective scoring, benchmarking (industry & cross industry) and has proven to reduce error rate in modeling by more than 60%



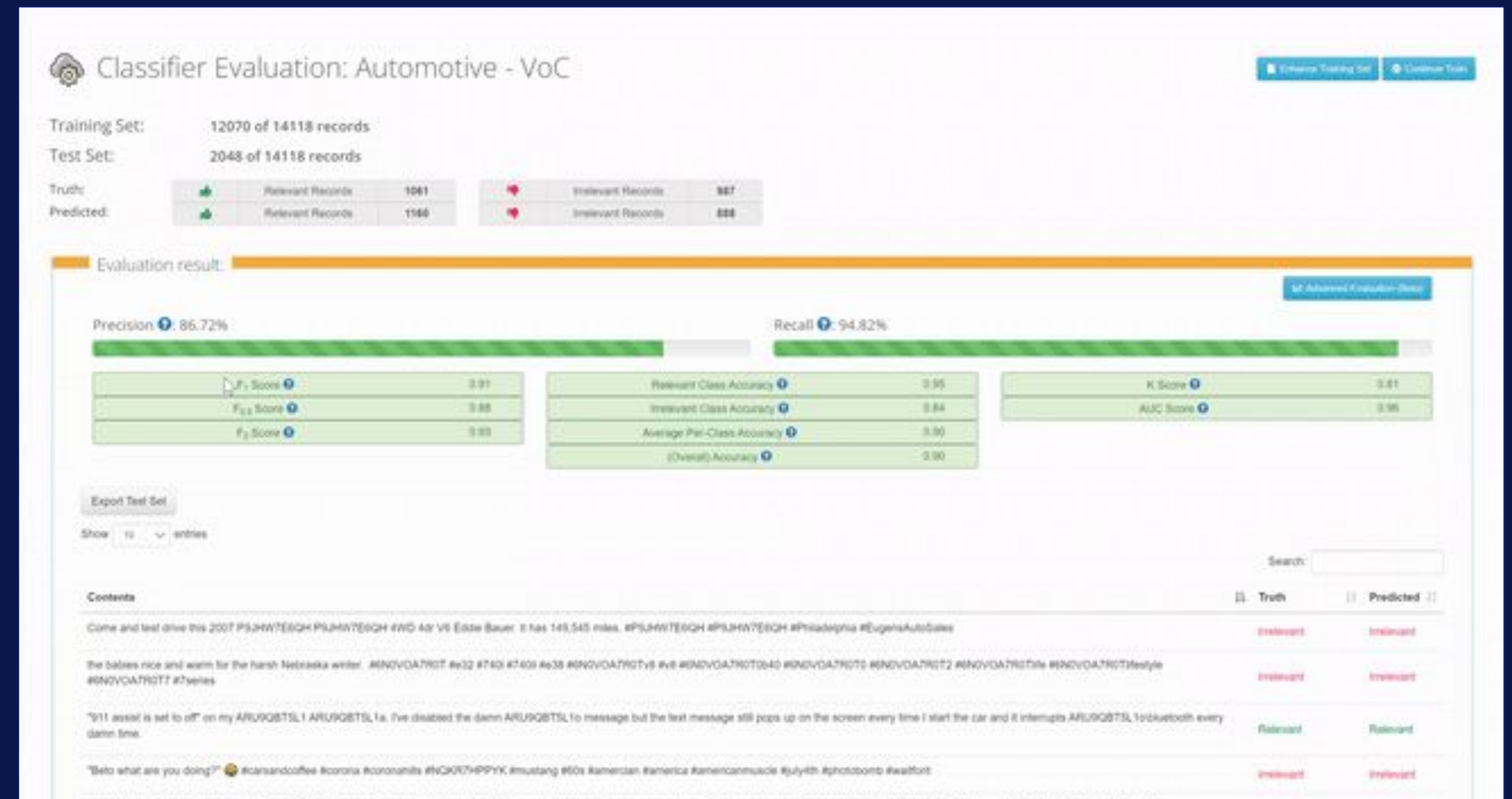


# MODEL PERFORMANCE AND VALIDATION ALSO ESSENTIAL

Conversus.AI

## PREP AND CLEANING

Target f1 scores of approximately .80 optimal for advanced modeling



**Take out:** Consumers buy products / services, listen to them not bots.



# NOW WE CAN “ASSESS” REPUTATION

Understand current score and scores over time updated on an ongoing basis

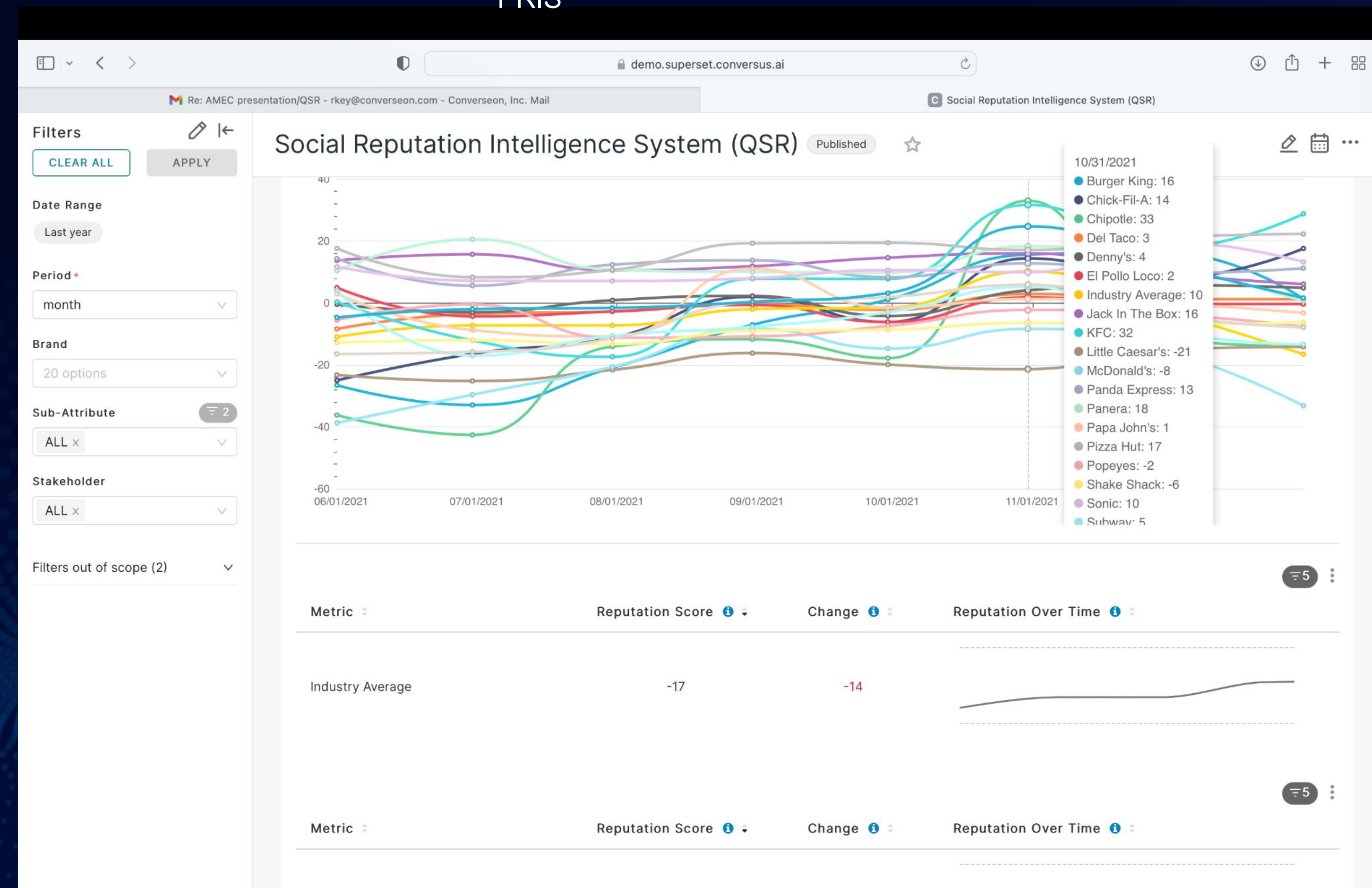
Optionally “go back in time” to see score evolution (up to five years)

Benchmark against competitors and industry average

Optionally benchmark against cross industry leaders and laggards

Optional monthly

PRIS





# DIAGNOSE DRIVERS

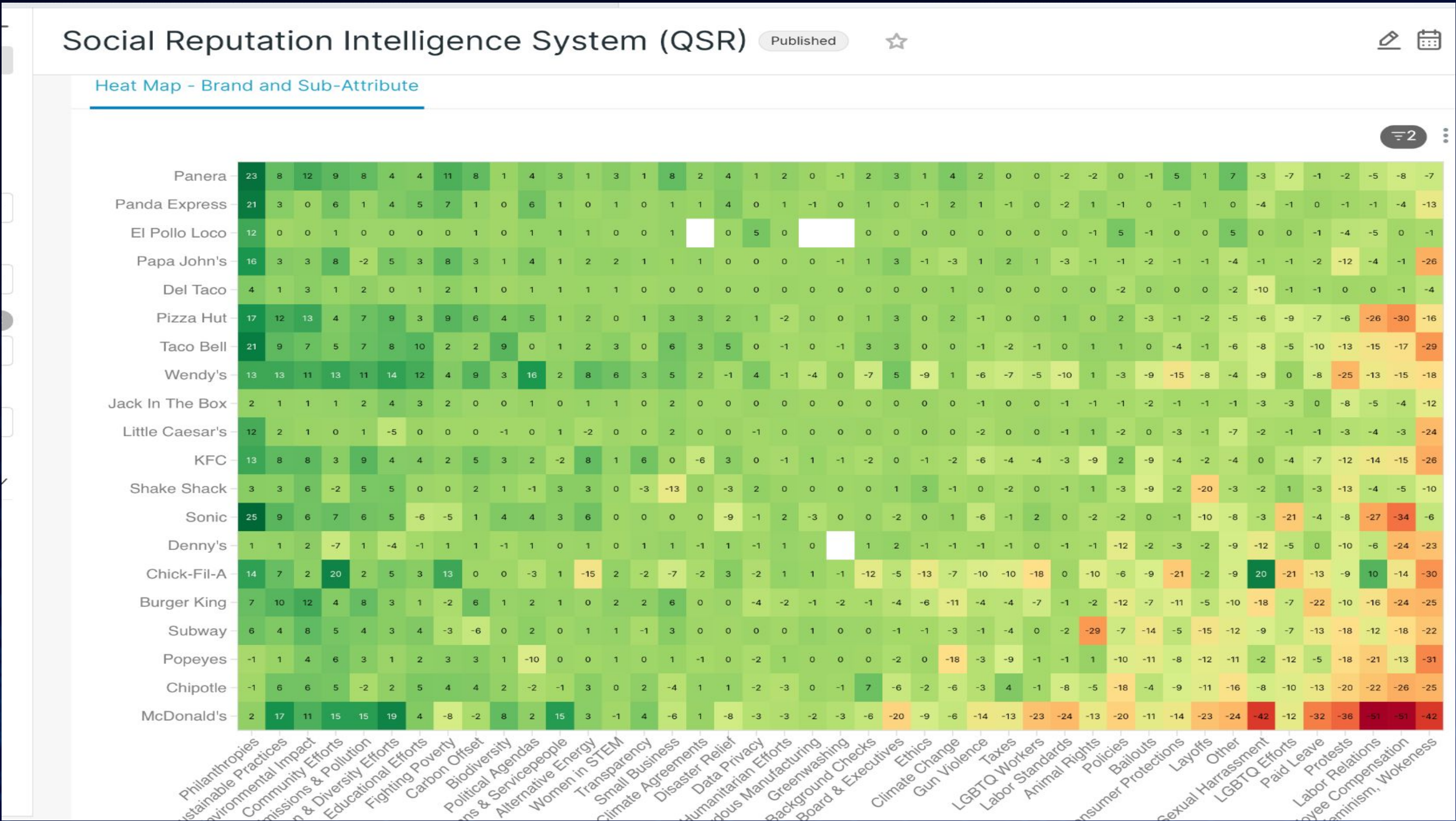
Social Justice and Equality are the biggest issue but which are most impactful on revenue? (or which should be addressed first)

In a single view, we see most QSR brands struggle on labour relations, employee compensation and wokeness. This is seen by the red blocks on the right of the heat map.

Although this is not a surprise to find, it does put into perspective all the social justice issues that businesses are facing and helps them to order their efforts.

It also shows areas of strength.

PRIS





# AND PREDICT & SIMULATE ACTIONS

Critically, we model relationships between the social media data and the outcome or decision metric

W

For QSR, environmental practices generate or detract the most from revenue (\$140 million/quarter) with social justice coming second (\$110 million/quarter).

In each of these areas, sub attribute analysis from the diagnose heat map help determine areas of priority, focus and action. For example, “employee wellness” practices contribute to revenue however, “gender equality” is roughly 15X more important on business outcome.

PRIS



The decision metric is what you are trying to improve, this can be your share price, sales or revenue, customer loyalty and so on

- Think system dynamics rather than regression or trees. Often, by not always, these relationships are interconnected.



# CONCLUSION

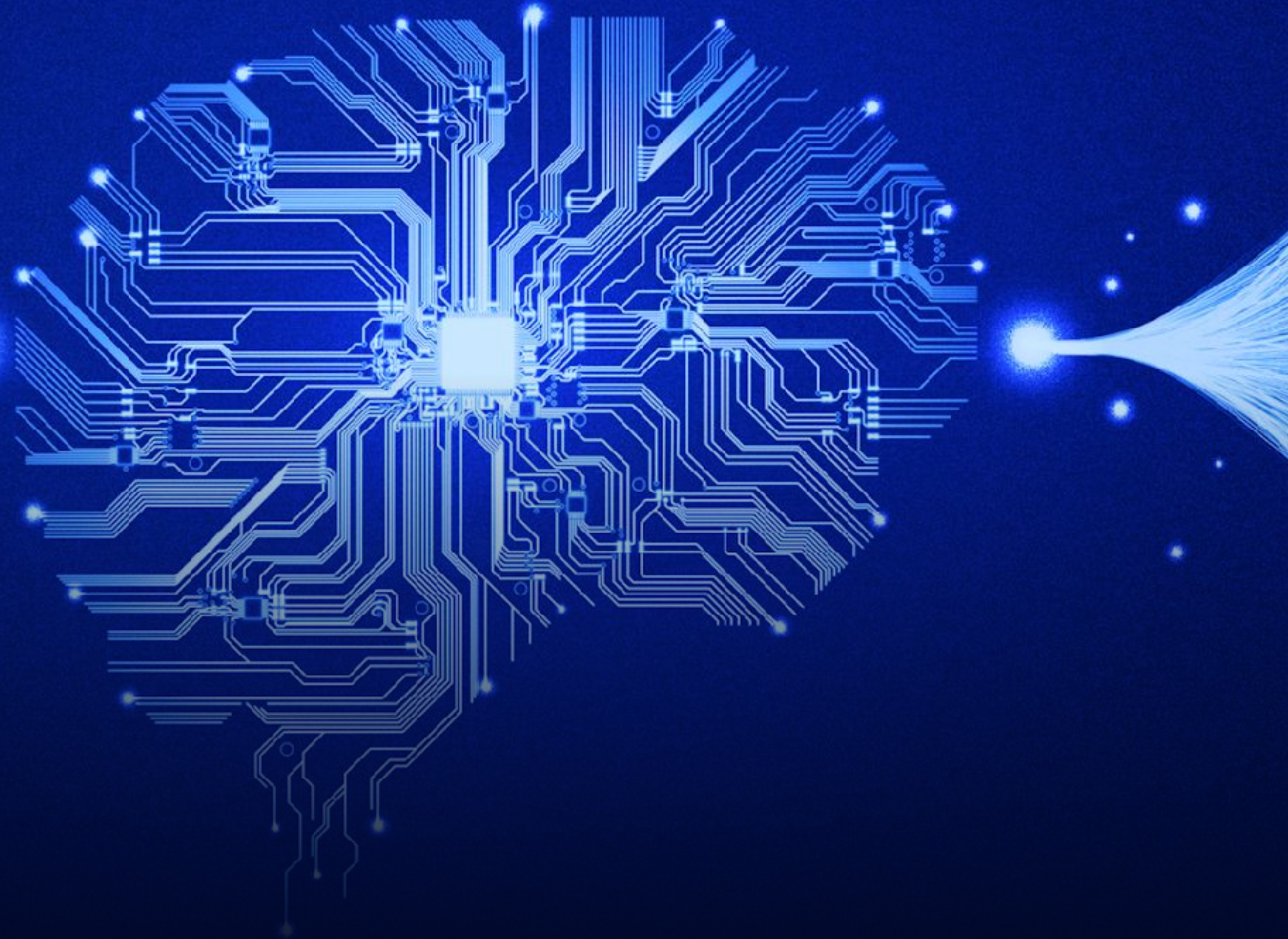
- We can now make Reputation a “tangible asset” – quantifiable and distinctively tied to business outcome through “augmented intelligence” (human + machine) applied AI approaches
- We are now able reduce data noise to focus in on only the critical drivers of reputation that are specifically tied to business outcomes
- By simulating the value and risk of actions in advance we are empowering organizations and communications professionals to take more informed proactive strategy in a world where navigating polarization is increasingly difficult
- Your current social and media analysis efforts are a useful starting point for decision intelligence
- Being the trustee of reputation measurement requires comms professionals to expand their mandate to interact more closely with other parts of the organization to triage insight and action



# |Thank You.

**Rob Key**

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