

# Don't Just Track Your Reputation. Predict It.

## Converseon's PRISM™ (Predictive Reputation Intelligence System)

"A lack of data is not the problem for most communicators. Nor is access to it. The real challenge is collecting data that moves the business needle – and presenting it to the C-suite in a manner that leaves no question as to the overall value of PR to that brand. -PRWeek, regarding PRISM™"

### WHY IT MATTERS

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In a polarized world, reputation is more important than ever. But 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 with unclear impact on business outcomes and lack of clarity in investment. Most current measurement approaches either focus on less than optimal "snapshot in time" survey approaches or measurement of "interim" metrics like visibility or sentiment that are too retrospective to be used in our fast-paced environment.

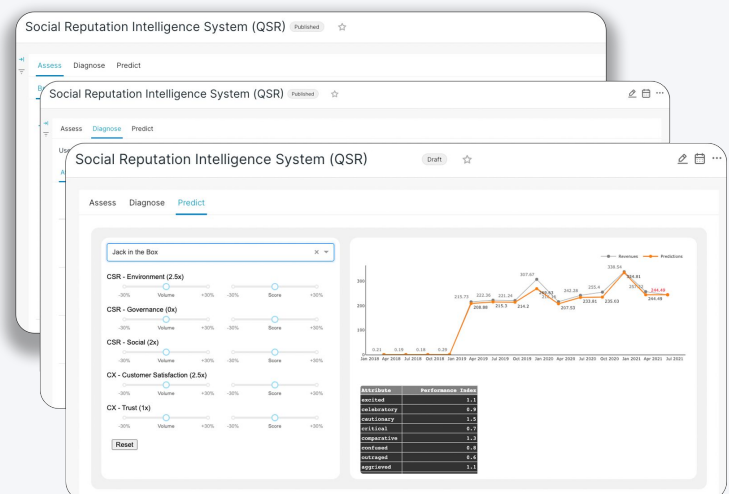
### THE CHALLENGE

Current solutions are limited.

- Incomplete buy-in at leadership level
- Limited visibility (only finding what you look for)
- Periodic measures resulting in lagging insights too slow for real time world
- Lack of actionability
- Inability to tie measures to business outcomes.
- Difficulty demonstrating tangible business value to reputation management and communication efforts.

### THE SOLUTION: DECISION INTELLIGENCE MEETS REPUTATION INTELLIGENCE - MEET PRISM™

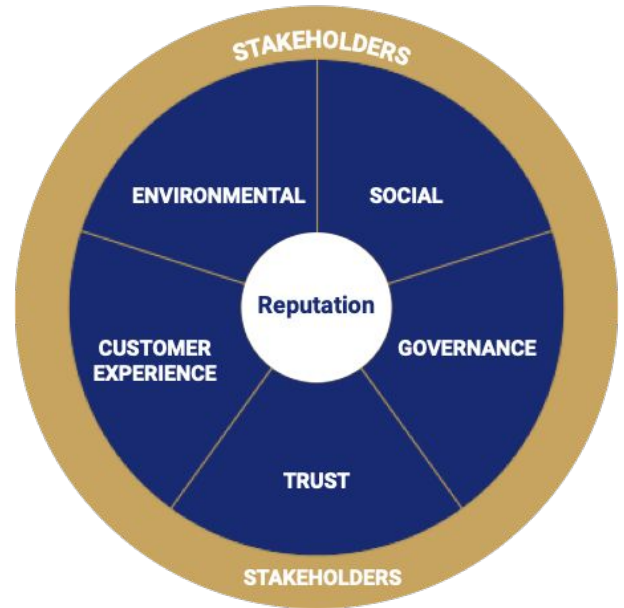
A breakthrough in reputation measurement, PRISM™ (Predictive Reputation Intelligence System) solves key challenges and provides organizations with next generation capabilities that tie metrics to business outcome. This system provides bottom-up and top-down analysis on key drivers, risks and opportunities for reputation across multiple dimensions including ESG and Customer Experience (CX). It is powered by industry leading applied AI, natural language processing and unstructured social and voice of customer data sources.



## THE SOLUTION: DECISION INTELLIGENCE MEETS REPUTATION INTELLIGENCE - MEET PRISM™ (CONT.)

PRISM™ provides key essential benefits:

- Provides *real time, actionable guidance system* for the c-suite, heads of reputation management, corporate comms, CMOs, CX and ESG leaders.
- Comprehensively *ties key measures to business outcomes* such as sales and shareholder value.
- *Eliminates blind spots by discovering "black swans"* and other under radar events that can impact reputation missed by traditional approaches.
- Analyzes and interprets *key drivers* of reputation to inform strategy, provide actionable benchmark against industry and other organizations
- Provides "decision intelligence" tools to allow users to *simulate potential benefits and risks of actions* before they take them
- Allows segmentation by stakeholder voice.



## HOW IS IT PRICED & LICENSED

PRISM™ is available by subscription by subscription and can work in combination with legacy social listening and other unstructured data sources.

## WHAT OUR CLIENTS SAY

**Converseon's NLP and applied AI approach helps us stay on the cutting edge of social listening and help us transform the data into actionable intelligence in areas ranging from corporate reputation to customer loyalty.**

*-Walmart*

## PROOF POINT

PRISM™ was recently able to determine for a leading QSR brand how a proactive investment to improve reputation perception for "environmental issues" was likely to result in approximately \$140 million of quarterly incremental value.

## WHO BUILT THIS

Converseon is a well recognized leader in NLP and social intelligence since 2008, with support from key partners and reputation industry experts. PRISM™ is the result of multi-year investment, partnering with industry leaders and brands in reputation measurement, data and frameworks.