Deloitte.

Your brand in motion
Harnessing the power of predictive risk intelligence

How augmented intelligence can help you predict and shape social media narrative to drive revenue growth and mitigate risks

Today, people are more connected than ever and it is nearly impossible to overstate the value of your organization's brand and reputation. Data access and social and mainstream media are omnipresent, instantaneous, and can spread like wildfire. How your organization is perceived is critical, and perception can change quickly, and with little warning.

It is not surprising that safeguarding and continuously enhancing your brand and reputation have become top strategic priorities for organizations and business leaders. However, this is no easy task. Organizations are challenged with rationalizing real-time data and turning it into meaningful, actionable information; but they often lack the technology or the people with the right experience to operationalize this discipline. Even worse, very few solutions exist that can deliver the necessary predictive intelligence capabilities and sophistication to effectively exploit growth opportunities while minimizing future shocks.

The **impact** of reputational risk

73% of board members say reputational risk is one area where they feel most vulnerable

But only...

39% have a plan to address reputational crisis[1]

Potential consequences of not having a plan can be significant – loss of customers and revenue, recovery costs, damage to brand

[1] Peter Dent, Deloitte global crisis management leader, "A crisis of confidence", 2016

Achieving true brand and reputational resilience

It's time to do things differently. The constant data and social/traditional media saturation does present risk, but it also presents an opportunity to positively impact trust, loyalty, and growth. With the right experience and technology, you can be better positioned to interpret risk and trend signals, their likely effects, and swiftly act on significant events.

Our services

Scaling across all industries, Deloitte Predictive Risk Intelligence (DPRI) combines the deep domain and industry experience of our skilled analysts with our powerful Blab™ technology to assess, monitor, and analyze the strategic topics that matter to your organization. Our technology provides insights that you can use in your efforts to control, deepen, and amplify your voice in the market.
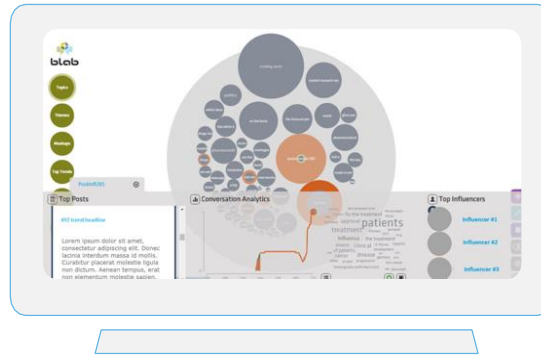
Our approach

We turn the rapid-fire velocity and volume of more than 50,000 news and data sources and millions of pieces of content into a powerful tool. Blab algorithms work to help predict how these topics may trend in the market, yielding real-time insights that our analysts then use to evaluate the potential impact.

With our experience, proprietary predictive intelligence, and horizon-scanning solutions, you'll be better positioned to get ahead of what could potentially be reputation damaging with the foresight to help you make more well-informed decisions.
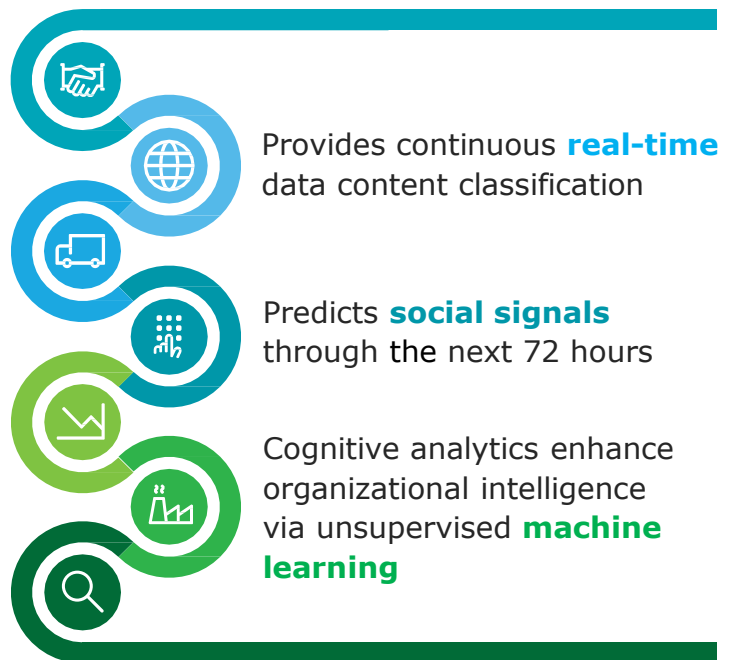
Accelerate your ability to:

- **Discover** what's changing
- **Interpret** where it's heading
- **Act** before it's too late

Social intelligence

Augmented human intelligence

Proactive business decisions

Why Deloitte?

Our value. Our experienced brand and reputation management leadership, combined with the full breadth of our technological capabilities, can help you sense for threats, seize opportunities, and shape perceptions to achieve greater brand resilience, market differentiation, and strategic positioning.

Our technology. Blab, our patented enabling technology, is industry leading. We have one of the few truly predictive capabilities in the market.

Our knowledge and experience, your way. Our analysts harness our sensing technology to provide meaningful analysis and reporting on whichever cadence that you prefer (e.g., hourly, daily, weekly, monthly, quarterly).

Provides continuous **real-time** data content classification

Predicts **social signals** through the next 72 hours

Cognitive analytics enhance organizational intelligence via unsupervised **machine learning**

Our services provide intelligence across multiple critical areas

Workplace — Identifies trends early related to leadership, culture, workplace conduct, and the voice of employees

Socio-economic & geopolitical — Monitors trends related to citizenship, economic, demographic, social violations, trade, conflict, instability, and global markets

High-impact events — Identifies, monitors, and prepares for critical events (e.g., crises, launches) to inform response strategies

Stakeholders — Generates profiles on specific stakeholder groups to better understand shifting expectations and relationship considerations

Brand & reputation — Senses for emerging signals that can impact or influence your brand and reputation

Products & services — Monitors the impact products and services can have on brand and reputation (e.g., sentiment, launches, safety and quality, customer experience)

Extended enterprise — Identifies emerging risk and opportunities related to your third-party ecosystem

Innovation & competitiveness — Provides insights on innovation and competitive trends, risks, and opportunities

Financial — Tracks indicators of financial risk (e.g., credit risk, financial crime, commodities, M&A activity)

Regulatory — Senses for changes in the regulatory landscape which could impact your operational and compliance risks

DPRI accelerates speed to insights and insights to action: A closer look at Blab

Our Blab technology employs a process focused on statistical analysis instead of traditional natural language processing (NLP)—across any language or media type, including pictures, videos, and newly invented hashtags—in order to stay on top of the conversations that really matter.

Social content is then classified into conversations relevant to specific topics, themes or personas to discover unexpected trends not accessible through traditional search techniques.

Our solution engine then statistically builds its own conversation trend ontology that guides the real-time machine learning processes to discover and predict the shifting patterns of actual discussions.

By using DPRI, you can respond with more precision and rapidly mobilize on prospective threats and opportunities. You can be better positioned to take informed, strategic action.

Contact us

For more information on how Deloitte can help you get ahead of reputational risk and exploit opportunities using predictive intelligence, contact:

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