



Quickly discover emerging opportunities or threats while you can still influence the outcome.

LexisNexis® Analytics

We all know that influencers and word of mouth are powerful tools in forming and cementing brand reputations. But while you and your company endeavour to project one image, the perception might be something else entirely. Welcome to LexisNexis Analytics, your indispensable monitoring tool for risk and reputation management.

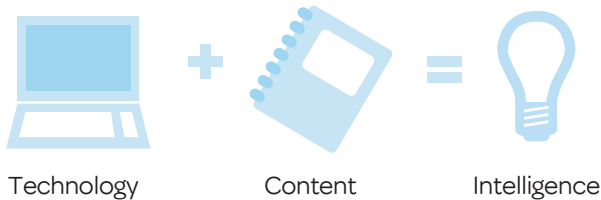


LexisNexis Analytics combines innovative technology with comprehensive content – including traditional and new media – to transform information into actionable intelligence.

Everyday, consumers, journalists and bloggers are voicing opinions. Opinions that can have a large impact on your organisation, either positively or negatively. Monitoring and tracking is key for a competitive edge or early warning system.

LexisNexis Analytics allows you to transform vast amounts of information, from numerous sources, into comprehensive dashboards and newsletters.

The LexisNexis Analytics Workflow



Key Benefits

- Control crises
- Maintain brand reputation
- Gain competitive insight

How it works



Innovative technology

Smart Indexing Technology - All sources are tagged with market leading metadata, including date, author, source and entities, enabling the content to be categorised automatically and precisely.

Sentiment Analysis - Award winning technology enables us to automatically understand the sentiment of the article in relation to companies, people, brands or products across 10 languages: English, Spanish, French, German, Portuguese, Italian, Dutch, Mandarin, Arabic and Russian.

LexisNexis Analytics Influence Index - Unique in the market place, our Influence Index enables you to see which blogs and social media are most important to your organisation. Our analysts rank social media using both qualitative and quantitative research, so you can see which sites have the most influence on your market.



Unrivalled content

Behind LexisNexis Analytics is the world's most comprehensive information database, covering thousands of traditional and online media sources. LexisNexis Analytics monitors over 58,000 sources, including: news content, blogs, websites, public records, scientific sources, patent information, legal documents and transcripts. Even internal documents can be analysed, including emails, CRM data, and customer service verbatim.



Actionable intelligence

Develop an early warning system and respond quickly to any negative coverage. Analyse how your brand is perceived in the media – find brand advocates and influencers and react to conversations in a timely way. Collate client feedback to develop products and services. Understand your competitive landscape and analyse your share of voice. Monitor news across all key media on your high risk third-parties through your own early warning system. Automated monitoring enables you to anticipate and mitigate any financial and reputational risks to protect your organisation.



LexisNexis Analytics gives you the unique business insight and intelligence you need to react and respond.

LexisNexis Analytics is designed for:

PR/Communications – Monitor and track how your brand is perceived in both traditional and new media, and efficiently counter any bad coverage. Demonstrate the success of communication campaigns and secure future budgets.

Marketing – Measure the success of campaigns through online reaction, provide specific metrics for stakeholders and evaluate your share of voice.

Procurement – Scrutinise suppliers to check your supply chain is not being threatened and react quickly to any potential problem.

Research & Development – Track comments or opinions posted about new products or service launches and respond or monitor customer feedback, both positive and negative.

Business Development & Strategy – Build useful insight into customers and prospects, see how competitors are viewed in their clients' eyes and generate detailed customer profiles.

Executive Team – Analyse your firm's reputation, investigate stakeholder opinion and ensure you are equipped to respond.

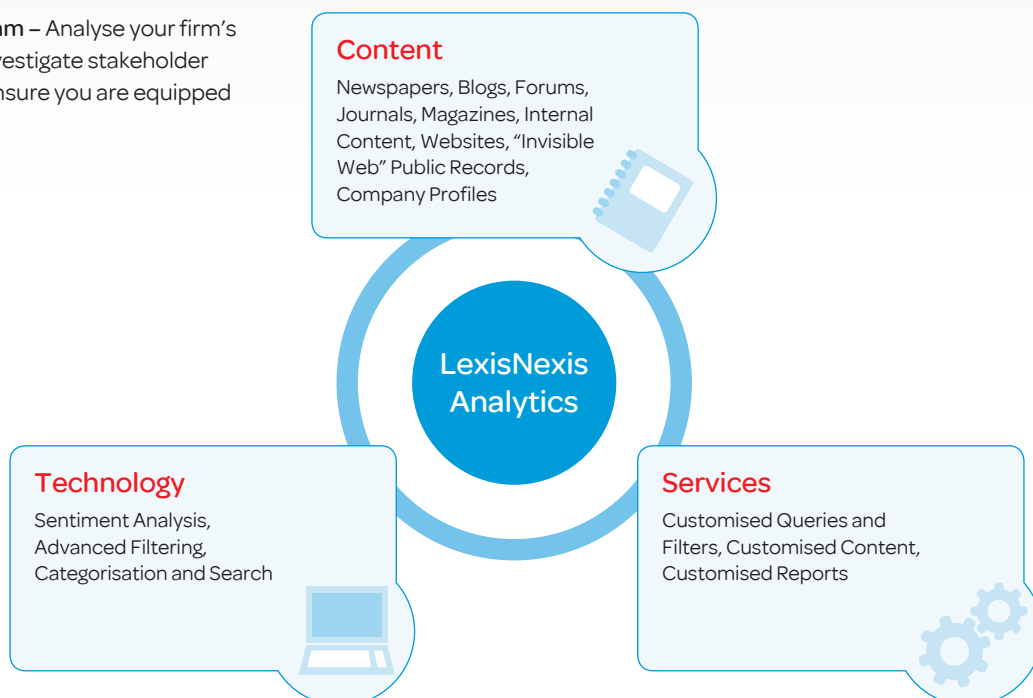
LexisNexis offers a number of other solutions, either bespoke deployments or off the shelf packages:

Risk Monitor – Continuously monitor potential risks which may threaten your reputation, your brands and your financial status. The perfect solution for supply chain risk and client monitoring.

Blog Watch – Track and observe what the most influential blogs are saying about your company's brands and services, quickly react to any coverage and identify opportunities that may have previously gone unnoticed. Ideal for online media monitoring and brand reputation management.

eReputation Health Check Report – Gain comprehensive insight into your brand's online reputation. Benchmark your activity compared to your competitors, analyse the sites and bloggers who are writing about you and also gauge your share of voice.

Lexis Diligence – Investigate any potential threats and risks to your organisation such as money laundering, fraud or corruption with online due diligence.





Case Study 1

PSA Peugeot Citroën

Problem

Peugeot were having a number of problems with their cars; lack of grip and engine fires. These problems were being highlighted on social media sites before they were mentioned to Peugeot.

Before LexisNexis Analytics

No formal media monitoring, 8 business units involved in manually collecting information, no alerting system, no quantitative or qualitative reporting.

After LexisNexis Analytics

900 blogs / forums monitored over 17 countries, in 14 languages, across 30 products and 50 topics. Real time alerts and monthly reports are delivered to enable the client to receive timely and accurate analysis.



“ LexisNexis Analytics is a powerful tool that raised complex issues. ”

Jean-Marc Sarret,
Director of Communications

Case Study 2

Canal+

Problem

Canal+ wanted to take into consideration clients' feedback, understand customer trends and analyse specific issues to enable them to produce effective marketing and react to customer feedback as quickly as possible.

Before LexisNexis Analytics

They had a difficult and inefficient process of combining vast volumes of internal data from customer services with external data from blogs and social media sites. Trends were identified manually, reducing productivity and increasing cost.

After LexisNexis Analytics

Internal and external data, (emails from customer service, verbatim from social media and call centre transcripts), are combined and displayed in a weekly dashboard, enabling quick analysis and fast response to any problems.



“ Our solution helps us to validate any complaints we might be detecting by efficiently monitoring client blogs & forums. ”

Chloë Beauvallet-Pruvost,
Communication & Quality Manager

Get in touch

To find out more about LexisNexis Analytics:

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