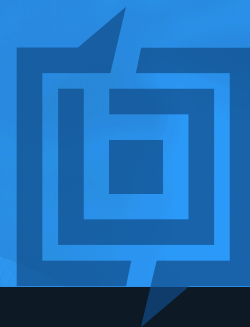


# Use Case: Public Relations

Pre-empt a crisis by identifying triggers



## The situation

Crisis communications and reputation management have become increasingly critical in a world of constant upheaval, further amplified by the cancel culture. Financial, organizational, technological, or natural crises can all happen at a moment's notice — and gain global notoriety immediately across social media. Understanding what is being discussed and who is talking is the first step to staying ahead of an emerging situation.

Constant awareness and proper response are equally important given the expansion of global operations, faster pace of business, and higher stakeholder expectations today. When companies or their officers have behaved in a way that is misaligned with consumer values and principles, brands can experience boycotts, business disruption, lost profits, or diminished reputation.

## Our PAI solution

Adopting a proactive approach to crisis management allows companies to identify potential issues and map out potential scenarios, likelihood of occurrence, and severity of risk to the organization.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional publicly available information (PAI)

### Does this issue constitute a major crisis that is worthy of a response?

Babel Street empowers teams with actionable insights to pre-empt a crisis by identifying triggers to better determine proper level of response and next best action.

sources in over 200 languages to rapidly discover and decipher insights on brand conversations. These insights are translated into your native language in seconds and presented on a single pane of glass for analysis. Machine learning algorithms monitor your brand across social media, the deep and dark web, local and breaking news, and message boards for any emerging issues. Understanding the sentiment and associated volume levels help to determine if an issue will become a crisis and craft the appropriate response.

## Business impact

In today's rapidly evolving digital and social media world, strategic preparedness is essential for crisis communications; this allows companies to mitigate risks to brand reputation and stay true to their missions and consumer expectations.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
<ul style="list-style-type: none"><li>• 50,000+ hyper local news sites</li><li>• Billions of blogs &amp; message boards</li><li>• 50+ social media/consumer review sites</li><li>• Dark web</li></ul>	<ul style="list-style-type: none"><li>• Entity and brand name variants</li><li>• Products</li><li>• Domains</li><li>• Geolocation</li><li>• Relevant user handles</li><li>• Phones</li><li>• Addresses</li><li>• Emails</li></ul>	<ul style="list-style-type: none"><li>• Temporal</li><li>• Keywords</li><li>• Exclusions</li><li>• Intent</li><li>• Geo vernacular</li><li>• Language</li><li>• Regular expressions</li></ul>	<ul style="list-style-type: none"><li>• Breaking news</li><li>• Consumer sentiment</li><li>• Volume trends</li><li>• Consumer/product trends</li><li>• Key influencers</li><li>• Relationship analysis</li><li>• Visualization of networks</li></ul>