

QUID

International
Banking Group
identifies risks to
brand health in
real-time



Quid Natural Language Processing improves International Banking Group's ability to confidently detect, evaluate, and report on brand health across social channels

AT A GLANCE:

An international bank uses Quid for a whole host of use cases: from campaign tracking, to brand health monitoring, to influencer analysis, to audience analysis. Among all of those uses the insights group is also responsible for evaluating and escalating risks to brand health. Using Quid they can confidently measure, track, and escalate potential risks to brand health without having to manually sorting through thousands of Tweets.

RESULTS:



ABILITY TO TRACK BRAND HEALTH IN REAL-TIME



REDUCED FALSE ALARMS WITH A 30% INCREASE IN SENTIMENT ACCURACY



ELIMINATED MANUALLY SORTING THROUGH THOUSANDS OF TWEETS

CHALLENGES

Efficiently monitor brand health

- Monitoring brand health is a monumental challenge – there are billions of posts shared on social media each day. Sorting through those billions of posts to find the most critical conversations is time-consuming—something made even more challenging when your tool has low sentiment accuracy.

The Insights group at this bank was wasting hours of valuable time cleaning social media data and manually identifying important conversations. They needed a tool with high sentiment accuracy, so they could focus on addressing potential risks and their causes rather than manually researching whether or not a risk even existed.

SOLUTIONS

Accurate identification of brand health risks

- Quid's advanced NLP allows the bank to identify risks quickly and accurately and escalate appropriately to protect brand health. They use several aspects of the Quid platform to more quickly identify potential risks and understand when to escalate to the next level.

Quid Automated alerts automatically and intelligently identify potential causes of risk.

The bank leverages real-time dashboard reporting to monitor and measure developing situations.

Quid provides more detail providing metrics on organic conversations to further measure the reach and engagement of earned posts.





RESULTS

Buzz from real product love creates brand affinity

- Tracking risk is extremely important to any brand, and even more so with financial enterprises. For this bank, the challenge was compounded by the inaccuracy of their existing tools which required analysts to manually export and analyze thousands of mentions to diagnose and validate any unexpected change in brand sentiment. With Quid's industry leading NLP, they can now track brand health with confidence and significantly less manual effort.

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"We previously tracked risk with other tools, but you had to always take your alerts with a pinch of salt because the accuracy of their sentiment wasn't that great. With the old tool we'd have to manually export and analyze hundreds of mentions just to be sure the sentiment was accurate. We've increased the accuracy of our sentiment significantly with Quid. When we get an alert from Quid, we have confidence there is actually something that needs our attention."

Insights Manager,
International Banking Group

[Quid.com](https://www.quid.com)

HOW TO

Uncover Your Insights with Quid

Please email your Quid Account Manager and publicisglobalsupport@quid.com if you need a Quid login or encounter any challenges accessing the resources listed.

Create a topic for your brand or competitor of interest in Quid Monitor.



Uncover consumers' concerns with emotional and behavioral sentiment analyses.



Use themes to analyze specific areas of interest, such as brand attributes, or crisis events. Thousands of certified themes are available to use, and you can create custom themes as desired.



Then, configure alerts to get informed of important changes in discussions around your client's brand or risk events. Examples:

- Set up an Any Metric Alert for significant changes in net sentiment or other benchmarked metrics.
- Receive an Any Mention Alert for posts meeting specific criteria, such as a post about a specific risk event or from a prominent influencer.



Engage the Quid Team about creating a risk ranker Quid Connect dashboard to track and display real-time emerging risks.