



**INFOWATCH**<sup>®</sup>  
BECAUSE YOUR DATA  
IS YOUR BUSINESS

# Listen to the Voice of Your Customers

**InfoWatch KRIBRUM:  
Social Media Monitoring  
solution for Airlines**

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InfoWatch



# About InfoWatch

- Established in 2003 as a subsidiary of **Kaspersky Lab**
- Product focus – information management: monitoring, analysis, storage
- Global Partnership Alliances in Europe, South America, Russia & CIS, Middle East and Asia
- Russian data leakage prevention (DLP) market leader (70% market share)
- Current market focus: **Europe, Middle East, APAC**
- 150+ successful projects

## Our customers:

Finance/Banking	Telecommunications	Manufacturing	Media	Energy & Power	Government
    	  	   		     	   



# About KRIBRUM

- Established in 2010 by **InfoWatch** and **Ashmanov and Partners** as a dedicated subsidiary for the development of innovative social media monitoring and analysis software product
- Accumulates the 8-year experience of **InfoWatch** in global innovative product delivery and customer service, and the 10-year expertise of **Ashmanov and Partners** in data extraction and text analysis technologies
- **InfoWatch KRIBRUM** is a focused solution for:
  - Retail banks, telecom operators, and airlines industries
  - Russia, Europe, Middle East, and APAC countries





INFOWATCH®

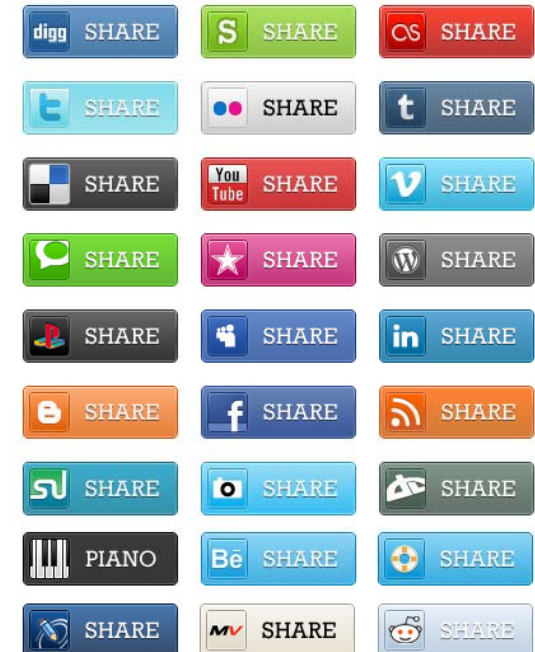
# Your Customers Are in Social Media

- **1 500 000 000+ Internet users worldwide**

- 800 000 in Facebook
- 200 000 in Twitter
- 91% of online adults use social media in a typical month<sup>1</sup>
- Social Media overtook porn as the #1 activity on the Web<sup>2</sup>

- **Russia's in the mainstream**

- 46% of Russians age 18 and older are Internet users<sup>3</sup>
- 89% of Internet users have accounts in social networks<sup>4</sup>
- Citizens spend 51 minutes per day in social media<sup>5</sup>



1 Source: Experian Simmons

2 Source: Huffington Post

3 Source: "Public Opinion" Foundation (ФОМ), 2011

4 Source: "Russian social media research 2010" of "Rose creative strategies" agency and HeadHunter, 2010

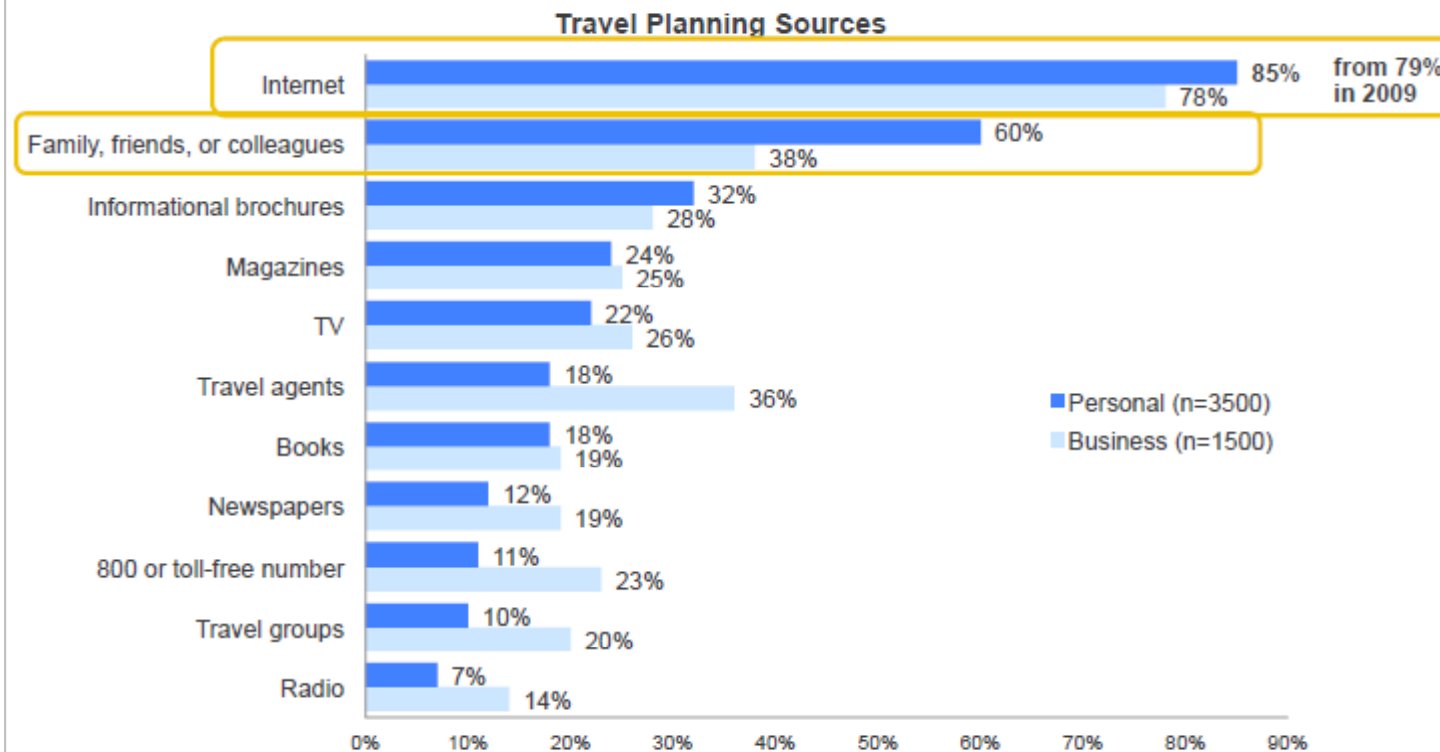
5 Source: TNS Web Index report (review of Internet audience in Russian cities with population of 100 000+), 2011





# Internet Helps to Select Airline as well

## The Internet is the Leading Source for Travel Planning Information



Base: Personal Traveler 2011 (3500). Business Traveler 2011 (1500)  
Q: Which of the following sources do you typically use to plan personal or leisure trips/business trips?  
Source: Google/OTX, Traveler's Road to Decision 2011, U.S., Jul 2011  
[www.thinkwithgoogle.com/insights](http://www.thinkwithgoogle.com/insights)



# People Share Experience

## The Internet Taps Into Social Elements of travel

% of travelers who agree or strongly agree with the following statements...

	Personal	Business
I share pictures of my vacation online.	53%	52%
I enjoy reading experiences, reviews, and information from people like me.	49%	57%
I have made travel plans based on reviews and experiences of others.	45%	54%
I use social networking to share my travel-related experiences.	40%	46%
I like to participate in web discussions about travel related topics.	23%	39%



thinktravel  
with Google

Base: Total Respondents. Personal Travelers (3500) Business Travelers (1500).  
Q: Below are some statements that may or may not describe your attitudes and opinions related to travel. Please indicate how much you agree or disagree with each statement. (Top 2 box)  
Source: Google/OTX, Traveler's Road to Decision 2011, U.S., Jul 2011  
[www.thinkwithgoogle.com/insights](http://www.thinkwithgoogle.com/insights)



# Listening to Your Customers Lets You Act with Open Eyes



- **Retain customer loyalty** by:
  - Improving service (booking, before flight, on-board, etc.)
  - Improving support by prompt direct online responses
  - Better targeting your offering
  - Enhancing promotion efficiency (marcom, joint loyalty programs, actions, etc.)
- **Gain new customers** by:
  - Managing reputation online – resolving negative situation fast
  - Developing right offerings for the target audiences
- Be aware of **market trends and competition**
  - How customers perceive and uptake competing products
  - What people need
  - How the decision process goes on, etc.



# Problems with Web 2.0 Monitoring

- **Manual monitoring is inappropriate for the Web 2.0 environment**
  - Information is spread instantly
  - Information volume is growing fast
  - Information is not delivered via traditional channels, but as a flush
  - Unstructured data, informal spoken language
- **Manual monitoring is ineffective and unusable: NO technology**
  - No QA: no awareness of actual coverage, no transparency, unclear text analysis quality
  - No direct links for direct customer interactions
  - No instant information delivery and ad hoc reporting
  - No integration with IT systems



A comprehensive **automated IT solution** is required



# Requirements to Automated Monitoring System

- **Data search and extraction**
  - Online = close to real-time monitoring (even Google Blogs not capable of this)
  - Spam and duplicates filtering out
  - Gathering data from all types of online media
- **Automated analysis of bulk text**
  - Sentiment scoring
  - Content categorization by topic
  - Extraction of author and source characteristics
- **Features for customer interactions online**
  - Direct links to discussions, option to reply from within the system
- **Easy to use interactive visual reporting**
- **Integration into business process**  
via integration with corporate IT systems (CRM, Call Center, BI, etc.)

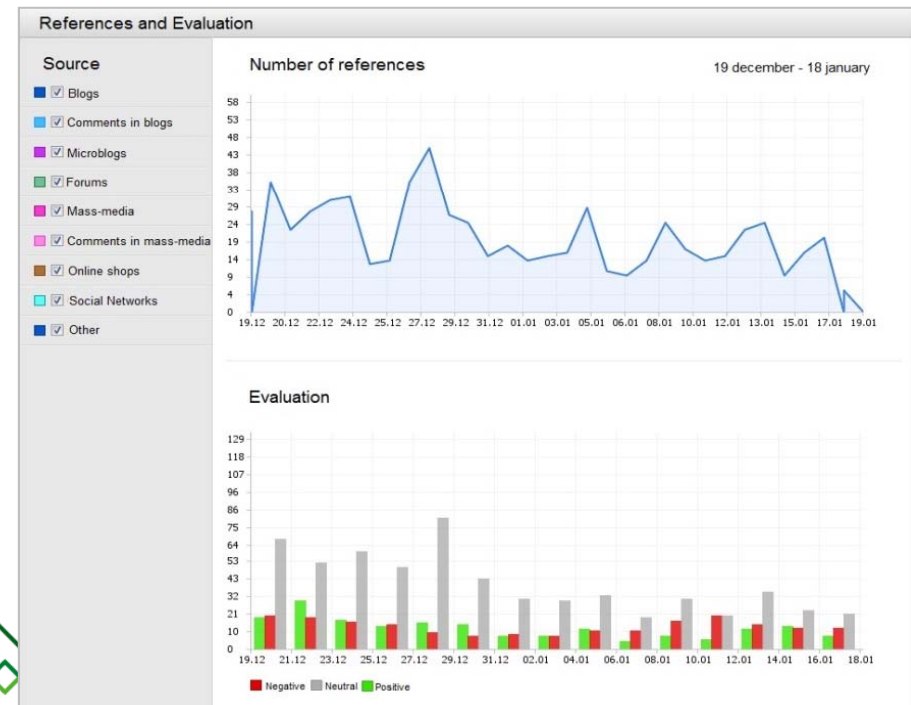


# InfoWatch Offers the Right Solution



InfoWatch KRIBRUM: a cloud-based system for monitoring online media:

- Gathers web content where a company / brand is discussed
- Automatically analyses text data, scores sentiments (determines attitude)
- Generates reports in real time in web interface
- Stores structured information in for retrospective analysis



# KRIBRUM Features: Efficient Data Search and Analysis



## Data extraction quality

- Extraction of relevant information from all kinds of online media: social networks, blogs and microblogs, mass media, forums, video portals, etc.
- Spam and duplicates filtering out (up to 95%)
- Close-to-realtime monitoring, continuous data providing

## Automatic sentiment analysis

- Automatic sentiment scoring: **Positive**/Neutral/**Negative** (over 80% fidelity)
- Automatic content categorization by topics
- Support of custom categories and keywords (tags)
- Detection of original and following publications
- Competitive comparison by various parameters
- Identification of active communities, opinion leaders, location (geography)



# KRIBRUM Features: Ease of Use, Multi-Language

- Cloud-based service, all functionality in web browser
- Extensive interactive reporting, export to XLS, PDF, etc.
- Direct links to found comments; full text available within the system
- Direct response to comments from the service console – coming soon
- Multi-user support, role-based access model
- Multi-language support – English, Russian, Arabic + others coming soon
- API for integration with other IT systems
- Various deployment options (including a private cloud)





# InfoWatch KRIBRUM for Airlines

InfoWatch delivers a focused solution for Airlines:

- Industry-specific topics and product categories are supported
- Industry-specific dictionaries, taxonomies, ontologies, and search queries are applied
- Industry-focused web resources are monitored together with general web

The **InfoWatch KRIBRUM for Airlines** solution implements an industry-specific approach to address the key business cases:

- Product management for Customer Experience Improvement
- Marketing communications
- Competitive intelligence

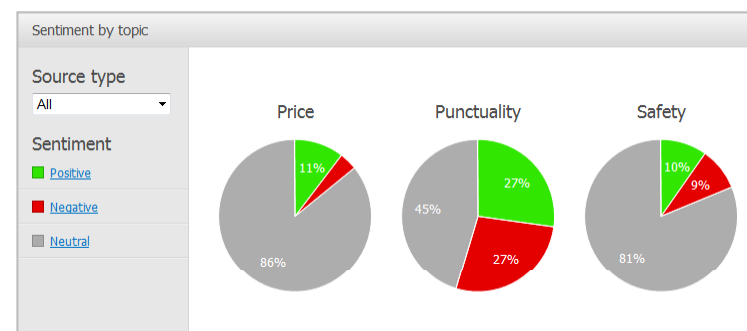


# Product Management for Retaining Customer Loyalty



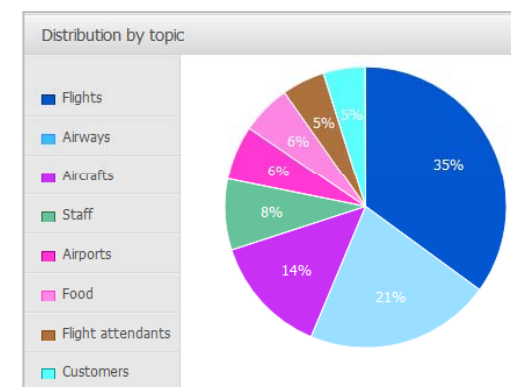
- InfoWatch KRIBRUM for Airlines contains built-in categories to identify customer experience with the carrier and the carrier's alliance partners:

- Booking
  - Pricing
  - Airports
  - Aircrafts
  - Staff
  - Lavatories
  - and more (and more categories can be added)
- Customer preferences in various regions



In order to:

- Prioritize service improvements according to customer feedback
- Develop right offerings to gain and retain clients

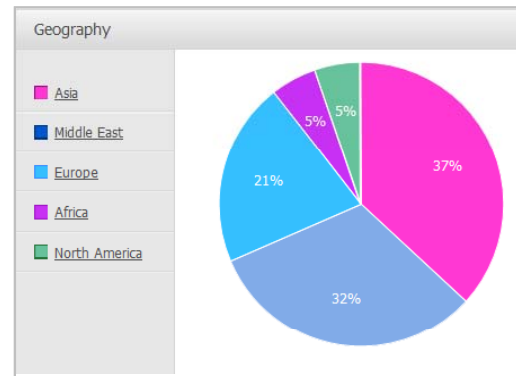
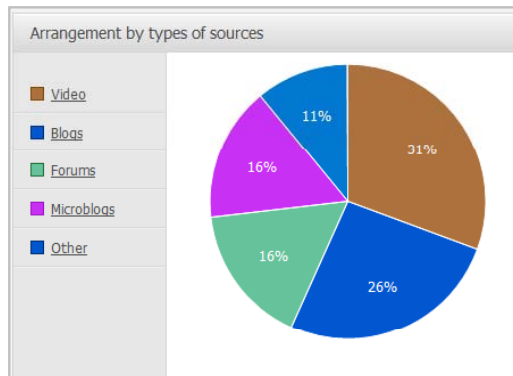


# Marketing Communications

- **InfoWatch KRIBRUM for Airlines** provides an actual customer intelligence to be used as a sober basis for targeted promotional activities:
  - Customer experience with various joint loyalty programs
  - Brand perception and expectations
  - Geographical distinctions in target groups
  - Most active communities, opinion leaders, ‘brand advocates’

In order to:

- Improve communications with customers
- Increase the efficiency of promotional activities



Rank	Author	posts	Source
1	<a href="#">iTunesCard4Sale</a>	9	Microblogs
2	<a href="#">Lubnaqhalavini</a>	6	Microblogs
3	<a href="#">a_loyl</a>	5	Microblogs
4	<a href="#">mstam12</a>	5	Microblogs
5	<a href="#">so_frank</a>	5	Microblogs
6	<a href="#">alsually</a>	3	Microblogs
7	<a href="#">busa3fona</a>	3	Microblogs
8	<a href="#">abutano5430</a>	3	Microblogs
9	<a href="#">ghla123</a>	2	Microblogs
10	<a href="#">AbuAl_Saggar</a>	2	Microblogs

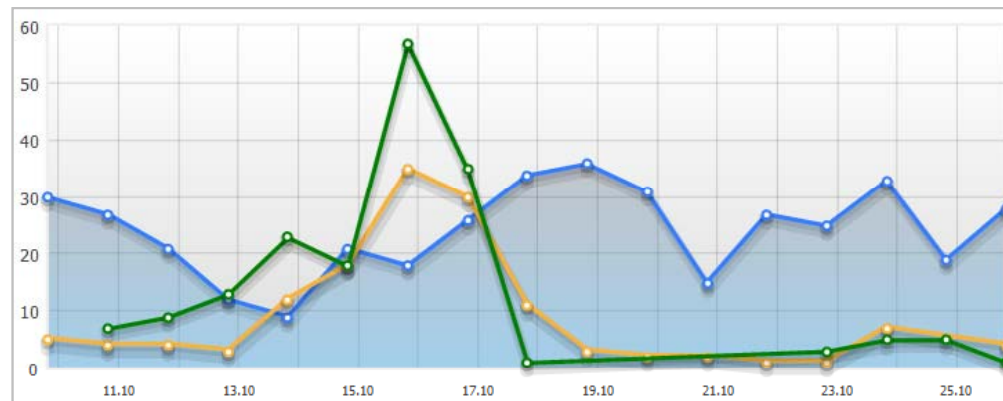


# Competitive Intelligence

- InfoWatch KRIBRUM for Airlines delivers a comprehensive outlook of:
  - Customer opinions and ideas on competing offerings
  - Customer uptake of competing promo actions
- Competitive comparisons by any parameter within the same interface

In order to:

- Build a winning competitive strategy
- Detect emerging market trends



# KRIBRUM for Top Management

KRIBRUM is not only an tool for marketing and support teams, but also **a means of control for top management:**

- An **objective comprehensive outlook** at any moment:
  - How customers perceive the airline brand, particular services, etc.
  - What competitors are doing and how customers are reacting
  - What goes on in the public information field
- **Complete unbiased information**, not distorted while being transferred through hierarchy levels
- **Visual analytics** easily available at any time right in web browser



# Advantages Over the Competition

- Industry-focused solution
- Multi-language support – English, Russian, Arabic + others coming soon
- Broad information extraction – over 90% coverage
- Data extraction accuracy – up to 95%
- Automatic sentiment scoring & text categorization – over 80% fidelity
- Close-to-realtime monitoring – data collected within 2-4 hours
- API for integration with corporate IT systems (BI, CRM, etc.)
- Private cloud or standalone software – deployment in any environment
- Proprietary mature data extraction and text analysis technologies



Listen to your Customers  
and get actionable insights  
with InfoWatch KRIBRUM!



Live demo is available upon your request

**Contact Info**

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