Vadim Zdor, CISSP
CCO, InfoWatch

Winning the Race for Customers

Racing to success

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Lance Armstrong

1999 – Winner, Tour de France
2000
2001
2002
2003
2004
2005

The lesson for business professionals ?

not about being the first to cross the finish line,

but about training yourself for improvement,   knowing your goal ,

and setting the pace to consistently step up game.

Staying ahead of competition

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Even if your brand or company is number one in its market space …

the only way it will stay there is if you continue to outpace your own thinking

Your best chance ?

to learn the voice of your customer, and not just from tools such as traditional research, surveys and crowdsourcing

Working with customers

get into the minds of customers

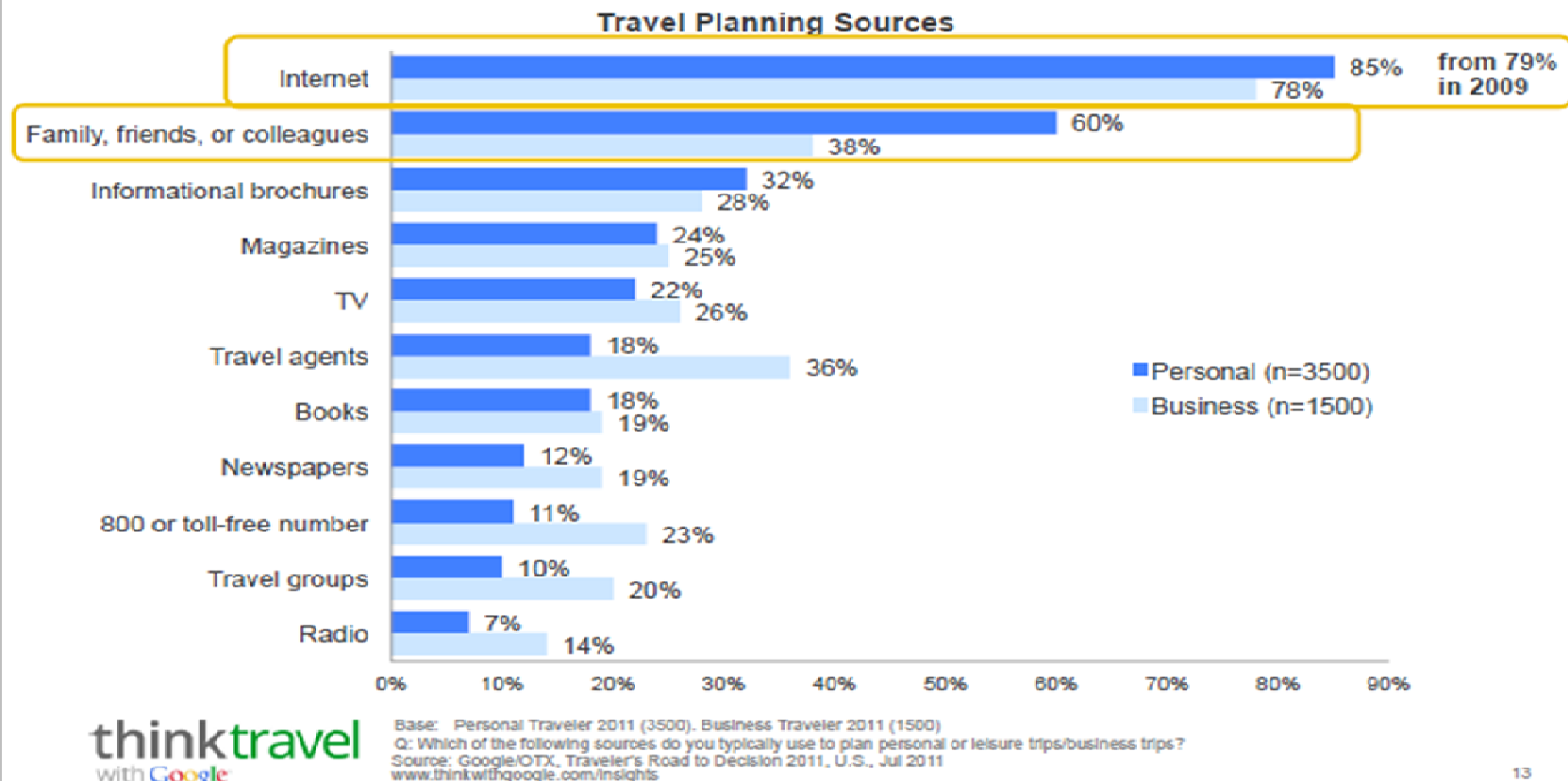understand the dilemmas they face day-in and day-out

see things from their points of view

Information sources

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The Internet is the Leading Source for Travel Planning Information

Travel Planning Sources

Source	Personal	Business
Internet	85%	78% (from 79% in 2009)
Family, friends, or colleagues	60%	38%
Informational brochures	32%	28%
Magazines	24%	25%
TV	22%	26%
Travel agents	18%	36%
Books	18%	19%
Newspapers	12%	19%
800 or toll-free number	11%	23%
Travel groups	10%	20%
Radio	7%	14%

■ Personal (n=3500)
■ Business (n=1500)

thinktravel with Google

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

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Importance of Social Media

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- ● **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[1]
  - ● Social Media overtook porn as the #1 activity on the Web[2]

- ● **Russia's in the mainstream**
  - ● 46% of Russians age 18 and older are Internet users[3]
  - ● 89% of Internet users have accounts in social networks[4]
  - ● Citizens spend 51 minutes per day in social media[5]

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

People share their experiences

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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

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What do they say

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☐ Air India (en) – Sign outside Air India: "Welcome for Warm & Motherly... (1) ☒

🕓 18:15, 02.12.2011   Sentiment: **Negative** 🖉   Author: Vinay Rm   Source: Social networks

facebook.com

Sign outside Air India:
"Welcome for
Warm & Motherly Treatment Here"
Warm- Because AC not working &
Motherly-Because all air hostess are over 50....:)

memo

Tags: +

Topic: Flight attendants

Geography: World/Asia/India

More: www.facebook.com/100002610183622/posts/1...   (Baba Prasad Venkatesh II) Social network

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☐ Air India (en) – Ooohhh!! Decent aircraft, with a screen on Air India... ☒

🕓 04:13, 05.12.2011   Sentiment: **Positive** 🖉   Author: Nucliomaniac   Source: Microblogs

twitter.com

Ooohhh!! Decent aircraft, with a screen on Air India .. What a pleasant surprise ..

memo

Tags: +

Topic: Aircrafts

Geography: World/Asia/India

☐ Turkish Airlines (en) – @TurkishAirlines are utterly useless! Why allow me... ☒

🕓 16:39, 19.11.2011   Sentiment: **Negative** 🖉   Author: SeanJohnGerard   Source: Microblogs

twitter.com

@TurkishAirlines are utterly useless! Why allow me to book a flight where the connection can't be made?! Fondness of Turkey decreasing too!

memo

Tags: +

Topic: Flights, Tickets, bookings

Geography: World/Europe/Turkey

☐ Turkish Airlines (en) – impressed with @turkishairlines. Took their A340 from... ☒

🕓 22:18, 17.11.2011   Sentiment: **Positive** 🖉   Author: IhsanAnabtawi   Source: Microblogs

twitter.com

impressed with @turkishairlines. Took their A340 from Algiers to Istanbul, great on-board facilities & one of the best airport lounges

memo

Tags: +

Topic: Aircrafts, Lounge

Game Plan

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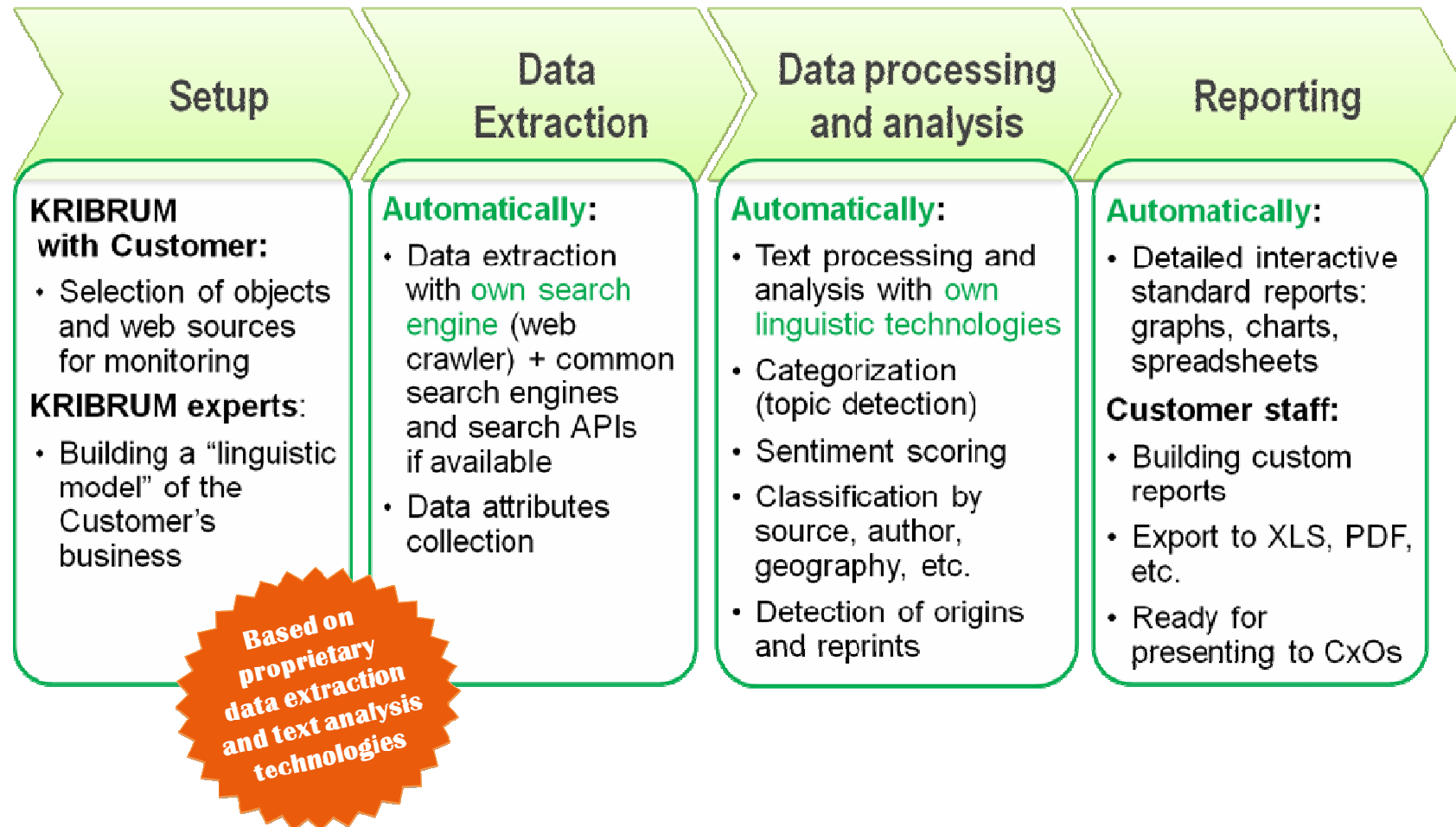
You have to look as far as your customer to discover how to improve your product or service and surrounding communications – not only to retain current customers, but also to wow new brand loyalists
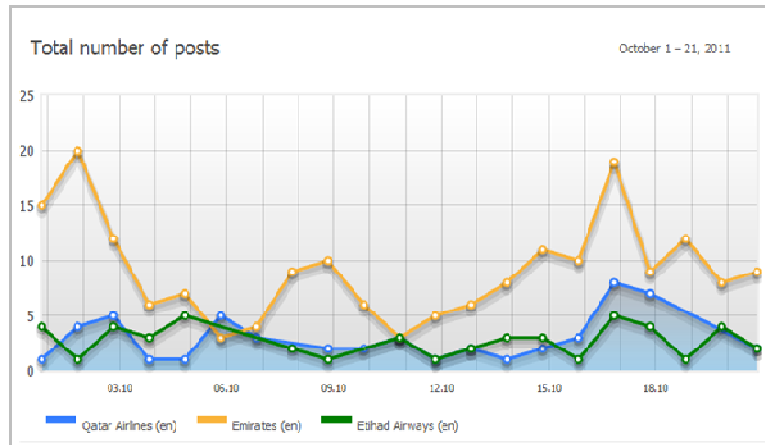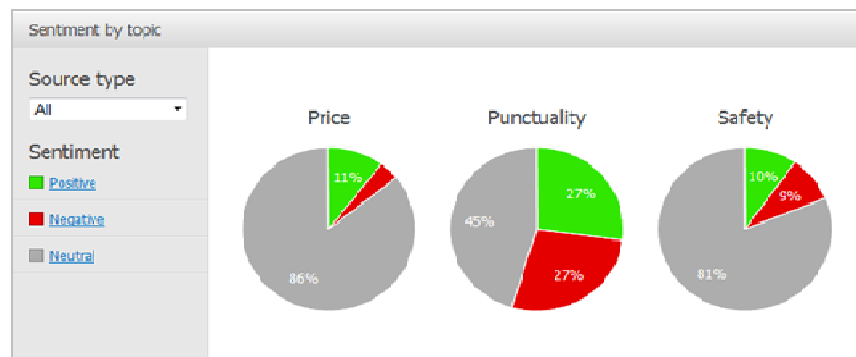
Is there a solution?

KR KRIBRUM

InfoWatch KRIBRUM

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Setup

KRIBRUM with Customer:

- Selection of objects and web sources for monitoring

KRIBRUM experts:

- Building a "linguistic model" of the Customer's business

Data Extraction

Automatically:

- Data extraction with own search engine (web crawler) + common search engines and search APIs if available
- Data attributes collection

Data processing and analysis

Automatically:

- Text processing and analysis with own linguistic technologies
- Categorization (topic detection)
- Sentiment scoring
- Classification by source, author, geography, etc.
- Detection of origins and reprints

Reporting

Automatically:

- Detailed interactive standard reports: graphs, charts, spreadsheets

Customer staff:

- Building custom reports
- Export to XLS, PDF, etc.
- Ready for presenting to CxOs

Based on proprietary data extraction and text analysis technologies

Competitive Intelligence

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Competitive comparisons

Geographical distribution

Products/services ratings
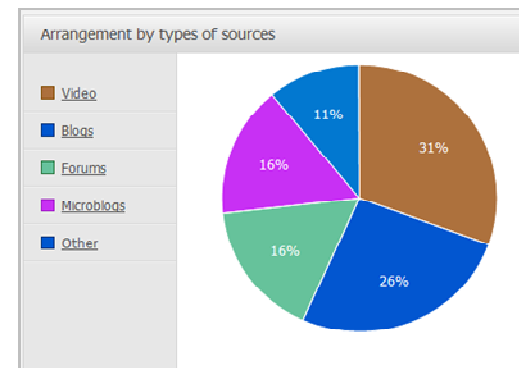
Internet Marketing efficiency

KRIBRUM Features

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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-real-time monitoring – data collected within 2-4 hours

Automatic content analysis

- Industry-specific context consideration

- Automatic sentiment scoring: Positive/Neutral/Negative (over 80% fidelity)

- Automatic content categorization by topics

- Multi-language support – English, Russian, Arabic + others coming soon

- Competitive comparisons

- Most active communities, opinion leaders, location (geography), and more

Interactivity

All posts are interactive: click on the link
and start the dialogue with the customer

Benefits

Retain existing customers by:
❑Getting invaluable insight into the customers' preferences and needs
❑Improving services
❑Better targeting of special offers

Gain new customers by:
❑Managing reputation online and resolving negative situations quickly
❑Developing brand messages that resonate with target audience

Highly accurate and up-to-date insights for:
❑Customer brand perception
❑Market trends
❑Competitors activity
❑Active campaigns in public information field

About InfoWatch

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
❑ Current market focus: Europe, Middle East, APAC
❑ 150+ successful projects

Finance/Banking	Telecommunications	Manufacturing	Media	Energy & Power	Government
Raiffeisen BANK, SBERBANK, GAZPROMBANK, VTB, Bank of Moscow	MTS, Beeline, MEGAFON The Future Depends On You	SUKHOI, УГМК UMMC, ИКL, GAZ GROUP	PRIME FOCUS	GAZPROM VNIIGAZ, TVEL, TATNEFT, RusHydro, TRANSNEFT, LUKOIL INFORM	