

rise

**Protecting Resilience through Social
Media Data - A White Paper**

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MARKETIQ

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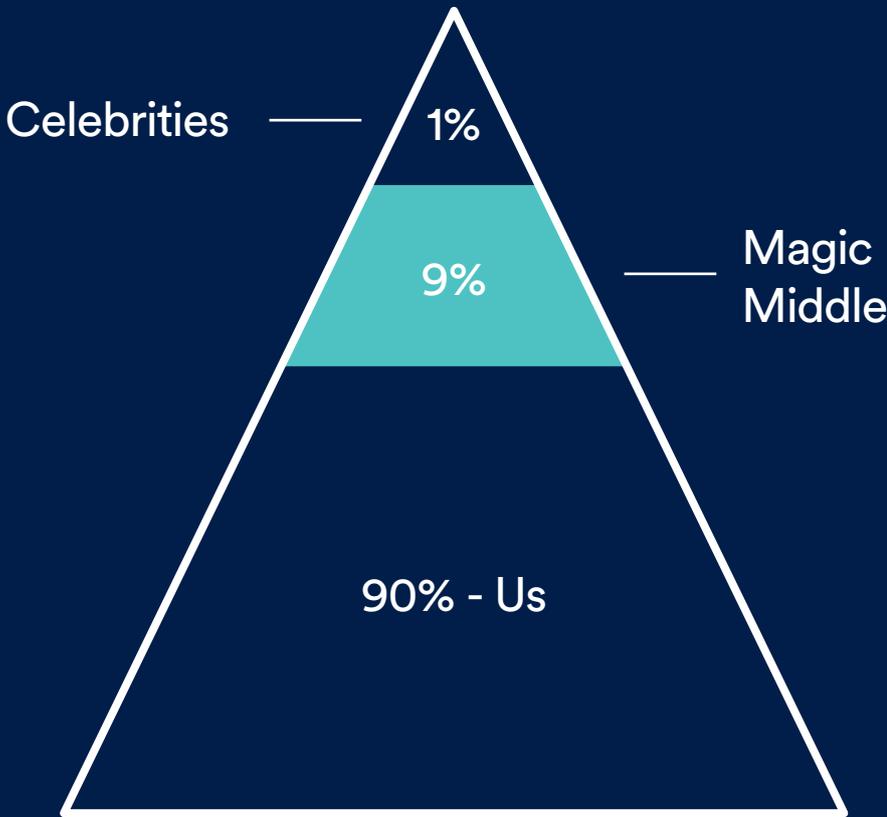
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Social Media Data: The world's real time focus group



A few years ago the process of making and handling a complaint by customers was a very private affair via letter, phone and latterly, email. The only people who knew about a complaint were the customer and the company.

Today everyone is a broadcaster. The advent of social media means there is a critical mass of unprovoked opinion by customers on services offered by brands, all willing to share their thoughts in a public way on how they view a product or service. This culture has developed rapidly over recent years to produce 'social influencers', experts in their field who have built a huge following, but more importantly whose opinions count exponentially as they can influence the decisions of a significant number of others.

The place of social influencers in this new landscape is illustrated by the 'Magic Middle' principle (noted by PeerIndex). Taking the entire community as a triangle, with the top 1% as the famous, then 9% are experts in a specific area with a large engagement and the bottom 90% as consumers and sharers of content (i.e. the rest of us who enable these influencers

to flourish by sharing). It has become important for brands to influence these influencers themselves in order to protect and enhance their reputation.

The empowerment of the customer means that brands have to not only take notice of what is being said about them, they are now in the realm of ensuring their reputation is protected by being better at customer service on social media. Conversely they have access to a huge new area of data insights into both themselves and their competitors.

Harnessing the power of social data - You need science

Data from social media is unstructured, i.e. real-time conversations about a brand mostly posted spontaneously and, at times, featuring emotive language. We are at a point where the sheer volume of data from social networks makes it necessary to use automated analytical technology to sift through it in order to truly understand what is being said and make better reactive, and even proactive, decisions from the insights that are more informed and better serve the customer.

This technology now exists and is becoming smarter all the time, moving into areas such as real-time Artificial Intelligence, Neural Network processes and algorithms generating not just the data, but automated, actionable insights.



Social Media Data as an early warning indicator for brands

Over the last few years, banks and other industries such as telecommunications have come under the spotlight over their systems resilience, where customers' lives have been disrupted following a technical outage and reputational damage has been compounded by customers broadcasting their displeasure for days and

weeks. This has been followed by mainstream media picking up the story to further amplify the negativity around a brand. Resilience is a core component of the trust a customer has with a brand and its reputation depends on it.

From reactive to proactive

This new culture has given rise to the need for brands to be more proactive and open in their remedial approach to customers. Internal systems and processes have come

under further examination to be more robust in terms of the need to release information to the public on technical problems quickly and reduce speculation and reputational risk.

To do this effectively, we need to further understand what resilience really means and customer sentiment from the social data that we analyse to react quicker and more effectively. However the speed of reaction may always be seen as slow in a 24 hour 'always on' society and the need to head potential issues off 'at the pass' by predicting outcomes using data is now also becoming a necessity.

Journey of MarketIQ and Rise, in partnership with Barclays.

As an organisation with a history in technological firsts, Barclays is excited by the transformations currently taking place in finance, technology and business.

Where product innovations and industry developments were once born of corporations and institutions, many are now being created by entrepreneurial individuals around the world who are working with greater agility and disruption. In order to work with these entrepreneurs in a mutually beneficial way, Barclays established Rise.

Rise delivers numerous programmes, such as the world-leading Barclays Accelerator, which bring start-ups and corporates together to solve some of the biggest challenges facing the financial industry. These programmes foster long-term mutually beneficial relationships, designed to scale early prototypes and new business models into live products and services.

Examples of start-ups that have engaged with Barclays through Rise include Squirrel, winners of Pitch@Palace 2014, Everledger, winner of BBVA's European Open Talent Competition and

the first blockchain start-up to win a 'Meffy' at the MEF awards, and Wayerz, who won the FinTech category at the Shengjing Global Innovation Awards.

By collaborating with Barclays, our start-ups receive advice and mentorship from some of the world's leading experts in financial services, as well having access to a new global customer. In return, Barclays is able to collaborate with the disruptive minds changing the landscape of financial services, in order to build new products and services that better meet the needs of its customers.

One of the teams with which Barclays developed a long-term partnership through Rise was Market IQ, a participant in the first ever cohort of the Barclays Accelerator in London.

Enter Market IQ: Leveraging Big Data to deepen customer relationships.



We collaborated with Market IQ, a big data analytics company, to innovate on predictive solutions to better serve our customers.

Market IQ consumes data from the social universe, monitoring millions of data points in real-time to get a deep understanding of customer intent, preferences, interests, complaints and desires to build out the Barclays Interest Graph.

Using its patented Natural Language Processing algorithms and Artificial Intelligence framework, Market IQ constructed the Interest Graph by triangulating the Influencer Graph, Content Graph, and Social Graph.

- 1. Influencer Graph: Builds connections between Influencers, customers, and brand + products.**
- 2. Content Graph: Quantifies customer intent, preferences, interests, complaints and desires using Natural Language Processing algorithms.**
- 3. Social Graph: Maps the strength of relationship between brand, customers, and potential customers.**

Using Market IQ's Artificial Intelligence framework, we were able to embark on complex solutions to better understand our customer's needs and our competitive landscape.

Innovations: Using social to protect and enhance the brand

Fahad Kamr, CEO of MarketIQ and Barclays built a partnership using the creation of an agile lab to experiment on various use cases in the field of social data analysis.

The brief was to fulfill three ambitions:

1. How do we drive giving more power to our customers and make sure they are heard?
2. How can we manage outages and potential technical issues more effectively?
3. How can we better understand how our customers perceive us on a real time basis and benchmark against competition?

Out of several experiments two emerged as the most popular:

1. Forecasting Impact

A predictive dashboard capable of forecasting the impact of outages of any Barclays physical assets as well as the real time impact on customers. This meant we were truly enabling customers to define the severity of these outages. This supported the effective work our engineering team carried out in ensuring that customers experienced minimal

impact during outages if it was ever to occur.

Using Market IQ's Cognitive Intelligence platform, we were able to:

- Classify global social media data into relevant categories (or services), to effectively recognize which services are being discussed and which areas of the business were being impacted.

- Filter through the noise to efficiently react to high-priority user conversations.
- Predict crisis brewing within the social media world, to proactively mitigate potential reputational and economic damage.

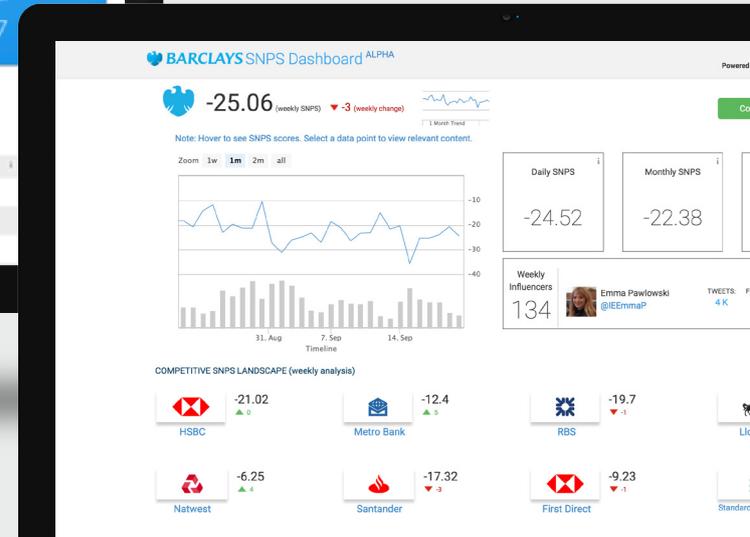
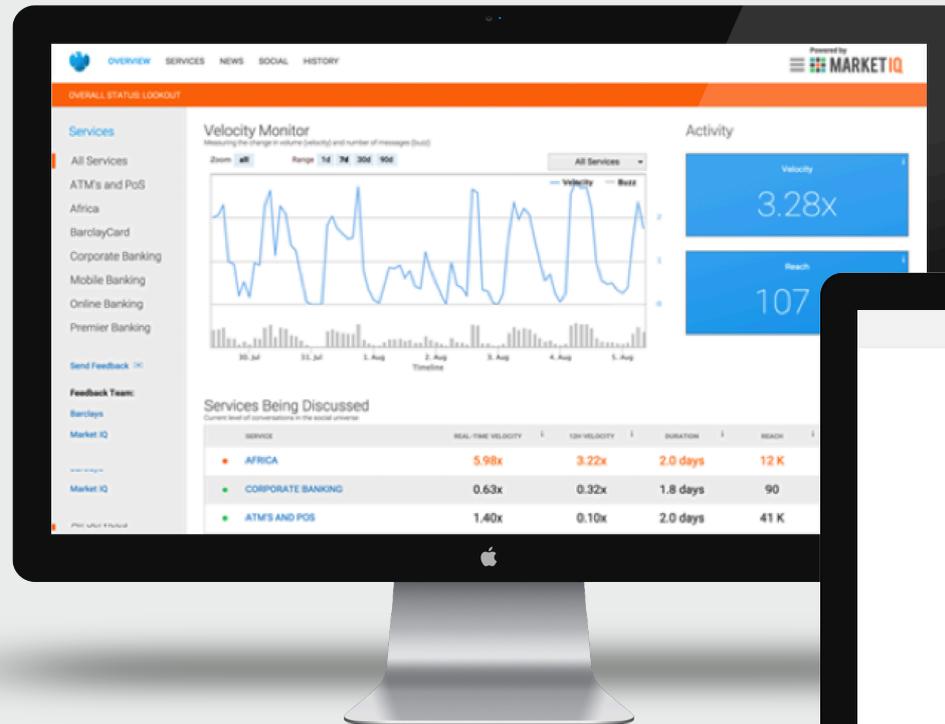
2. Social Media NPS

One of the most powerful customer metrics in the last 20 years has been introduction of the Net Promoter Score® by Bain and Company, a measurement of customer sentiment towards a brand now widely used across

industries and sectors in which a customer is asked how much they would recommend a company to those around them on a scale of 0 to 10.

In collaboration with Market IQ, we developed a Social Net Promoter Score platform to better understand consumer perception at the brand and transaction level. The SNPS quantification was unique as unlike conventional NPS, it captured real time sentiment from real conversations versus a controlled focus group.

Additionally, the SNPS platform allows us to understand how consumers perceive our brand versus our competitors and real-time customer feedback on new products introduced by our competitors.





There are amazing opportunities in leveraging social media data and the power of analytics, for the benefit of both the customer and the brand to strengthen the relationship and trust between the two. One burgeoning area is in customer service and the conversion of detractors to advocates of a brand.

It is important to note at this point that social data, despite being in the public domain, is still personal data, with the onus on stewardship for brands to ensure the trust with the customer remains strong by using the data with care.

Using “S Delta”, we quantified how effective a company is at managing a customer complaint or query. There is a perceived notion that many customers using social media in this area can be primarily negative when conversing with a brand, and less given to praise. This can alter perception of the severity of an event and should be weighed against other survey methods.

Today there is a critical mass of customers using social networking and must be heard for any brand to be (and be seen to be) effective.

There are three main scenarios for when a customer directs their posts at a brand using social media;

1. A customer tweets their frustration with a brand but do not hear a response and are unhappy

2. A customer tweets and gets a response from the brand which is inadequate and are still unhappy

3. The final scenario is when the customer gets a favourable and adequate response and publicly thanks and change their perception of the brand

The third scenario is the genesis of ‘S-Delta’, the objective quantification and measurement of the lifetime of a tweet. The value in S-Delta is when you compare that real time data with your competitors. It gives a true reflection of how good your service teams are and how much you really care for your customers against competition.

Today, we can embark on amazing opportunities by partnering with innovative companies like Market IQ, who are helping banks revolutionize the financial services landscape.

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