



Asiakastieto CMD 2016

# MEASURING COMPANY REPUTATION FROM ONLINE DATA

Sami Kuusela, Co-founder, Underhood  
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Reputation of Companies

## Measuring Company Reputation from Online Data



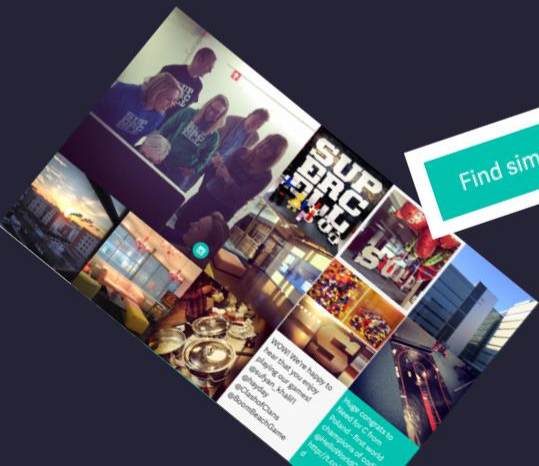
# Problem (2014)

- There was no service that showed info about companies current status
  - Company data in traditional directories was based mainly on ancient metrics (1-2 year old financials) & negative credit info
  - Additional info is outdated and insufficient (usually based on forms filled by call centre employees or entrepreneurs)
- We needed more for our consultancy work



# Underhood (2015)

- First fully automated, hyper-scaling an always up-to-date business directory based on open data & APIs
- Proof of concept: Can it be made? Yes. We made it.
- Early tests with meters/algorithms



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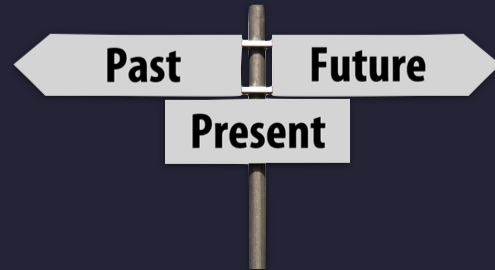


Links and sources



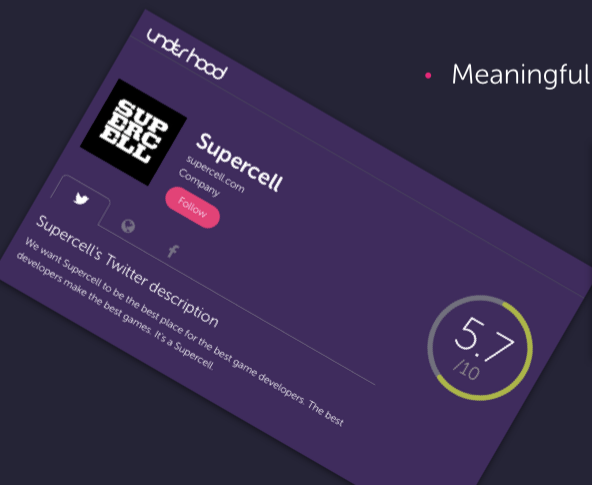
# Problem (2015)

- So what? No real business model, not enough added value to users
- Solution: Nowcasting reputation
  - Prediction of the present
  - What if you know how any company is doing? Right now.
  - Reputation as a key success factor that can be measured from social web
  - Asiakastieto joins us



# Underhood now

- Company reputation analysis tool
- <https://underhood.co>
- BETA released in July 2016, Premium very soon
- Conclusions about online reputation about any company for anyone to see
- Meaningful social media metrics, straight to the point



Response rate to audience comments	Avg. Audience comments per post	Avg. Company posts per day
19.4%	374.30	1.68
Bad	Excellent	Good
Avg. shares/likes per post		
532.9		
Excellent		

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## Reality index - honesty in communications

Honest communication leads to good reputation. Reality index measures the distance between company communications and how the world sees the company.

# What is reputation?

- The way a world sees a company
- A company with a good reputation is loved by its customers, gets better business deals, saves on employee costs, and attracts investors
- Social media shows reputation without mercy

Reputation problems have the biggest impact on revenue and brand value.

–Deloitte (2014)



# Indexes

- Reality
  - **Word similarity**. **Sentiment analysis** to audience comments
- Social
  - Average **shares, likes, comments**. **Response** rate to audience comments
- Visibility
  - **Followers, buzz** created



# Future

- Alternative data, weak signals, nowcasting, knowing before anyone else
- Finding correlations between reputation metrics & financial success
- More info on Underhood's [Technology & science](#) page
- Working together with the science community
- New data sources, learning algorithms, advanced meters



Whenever we can replace human judgment by a formula, we should at least consider it.

—Kahneman (2011)

# Connect



**Sami Kuusela**  
sami@underhood.co  
+358 44 323 4323

Hupparihörhö Oy  
Lapinlahdenkatu 1 B / 00180 Helsinki Finland / [underhood.co](https://underhood.co)

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## Questions & Answers



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