

LexisNexis[®] Analytics

BUSINESS INTELLIGENCE.
REVEALED.



Access and share unique business insight
with our award-winning analytics solution.

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development

Research & Knowledge
Solutions

Practice & Productivity
Management

Risk & Compliance

 LexisNexis[®]

LexisNexis Analytics combines innovative technology with comprehensive content, including traditional and new media, to transform information into actionable intelligence.

Getting Focused

Everyday consumers, journalists, bloggers and analysts are voicing opinions around your brand, your solutions and your workforce. Voices that can have a large impact on your organisation, either positively or negatively. Monitoring and tracking these voices is key to your organisation, it provides a competitive advantage, improves customer service, aids R&D and can act as an early warning system to help prevent crises.

LexisNexis Analytics enables organisations to increase efficiency and effectiveness by transforming these vast amounts of information, from numerous sources, into comprehensive and easily actionable dashboards and newsletters.

Business Benefits

Control Crises – Develop an early warning system for monitoring your brands and solutions and respond quickly to any negative coverage

Manage Risk – Scrutinise the risks surrounding your business, monitor your supply chain for problems, track customers for money laundering or fraud and monitor partners for negative news

Maintain Brand Reputation – Analyse how your brand is perceived in the media, find brand advocates and influencers and react to conversations in a timely way

Understand Your Customers – Collate client feedback from external and internal sources to develop products and services to meet their needs

Improve Research & Development – Gain detailed journalist and customer feedback on products or solutions and use in development roadmaps and planning

Gain Competitive Insight – Understand your competitive landscape, follow your competitors through the media and analyse your share of voice to identify competitive advantage.

Unrivalled Content

Behind LexisNexis Analytics is the world's most comprehensive information database, covering thousands of traditional and online media sources.

LexisNexis Analytics monitors over 58,000 sources, including; news content, blogs, websites, public records, scientific sources, patent information, legal documents and transcripts. The solution can also analyse internal documents, including emails, CRM data, customer service verbatim and files from your Document Management System.

Innovative Technology

Our unrivalled content is enriched with pioneering technology:

Smart Indexing Technology

All sources are tagged with market leading metadata, including date, author, source, entities, enabling the content to be categorised automatically and precisely.

Sentiment Analysis

Award winning technology enables us to automatically understand the sentiment of the article in relation to companies, people, brands or products. Sentiment analysis can work across 10 languages: English, Spanish, French, German, Portuguese, Italian, Dutch, Mandarin, Arabic and Russian.

LexisNexis Analytics Influence Index

Unique in the market place is our Influence Index, which enables you to see which blogs and social media are most important to your organisation. Our analysts rank social media using both qualitative and quantitative research, so you can see which sites have the most influence on your market.

www.lexisnexis.co.uk/analytics

Get in touch today

To find out more, call us on **020 7400 2984**

or email nexismarketing@lexisnexis.co.uk to arrange a meeting

LexisNexis Analytics in Action...

PSA Peugeot Citroën

Problem – Peugeot were having a number of problems with their cars; lack of grip and engine fires. These problems were being highlighted on social media sites before they were mentioned to Peugeot.

Before LexisNexis Analytics – No formal media monitoring, 8 business units involved in manually collecting information, no alerting system, no quantitative or qualitative reporting.

After LexisNexis Analytics – 900 blogs / forums monitored over 17 countries, in 14 languages, across 30 products and 50 topics. The monitoring and alerting process was outsourced to LexisNexis, who are 5 times more cost effective. Real time alerts and monthly reports are delivered to enable the client to receive timely and accurate analysis.

Canal +

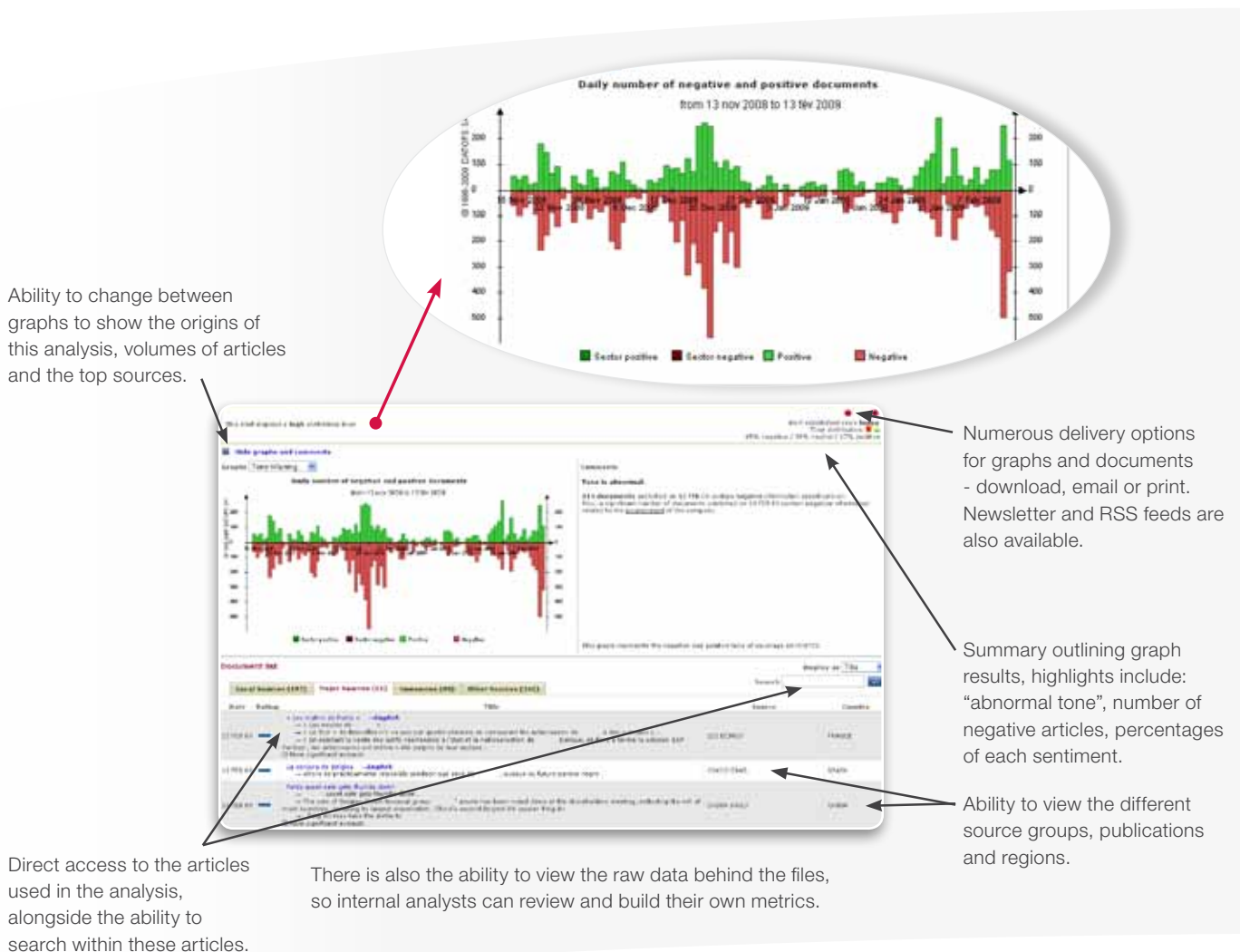
Problem – Canal + wanted to take into consideration clients' feedback, understand customer trends and analyse specific issues to enable them to produce effective marketing and react to customer feedback as quickly as possible.

Before LexisNexis Analytics – They had a difficult and inefficient process of combining vast volumes of internal data from customer services with external data from blogs and social media sites. Trends were identified manually, reducing productivity and increasing cost.

After LexisNexis Analytics – Internal and external data, (emails from customer service, verbatim from social media and call centre transcripts), are combined and displayed in a weekly dashboard, enabling quick analysis and fast responses to any problems.

Critical insight at a glance

LexisNexis Analytics dashboards produce real time graphs to turn your information into actionable intelligence. The graph below shows sentiment analysis over time to enable analysts to see any risks and quickly respond.



LexisNexis Analytics is designed for:

PR/Communications – Monitor and track how your brand is perceived, in both traditional and new media, and efficiently respond to any bad coverage. Demonstrate the success of communication campaigns and secure future budgets

Marketing – Measure the success of campaigns, through online reaction, provide specific metrics for stakeholders and evaluate your share of voice

Procurement – Scrutinise suppliers to check your supply chain is not being threatened and react quickly to any potential problem

Research & Development – Track comments or opinions posted about new products or service launches and respond to negative customer feedback

Business Development & Strategy – Build useful insight into customers and prospects, see how competitors are viewed in their clients' eyes and generate detailed customer profiles

Risk & Compliance – Investigate any potential threats and risks to your organisation such as money laundering, fraud or corruption

Executive Team – Analyse your firm's reputation, investigate stakeholder opinion and ensure you are equipped to respond.

LexisNexis Analytics offers a number of other solutions, either bespoke deployments or off the shelf packages:

Risk Monitor – Continuously monitor and respond to potential risks which may threaten your reputation, your brands and your financial status. The perfect solution for supply chain risk and client monitoring.

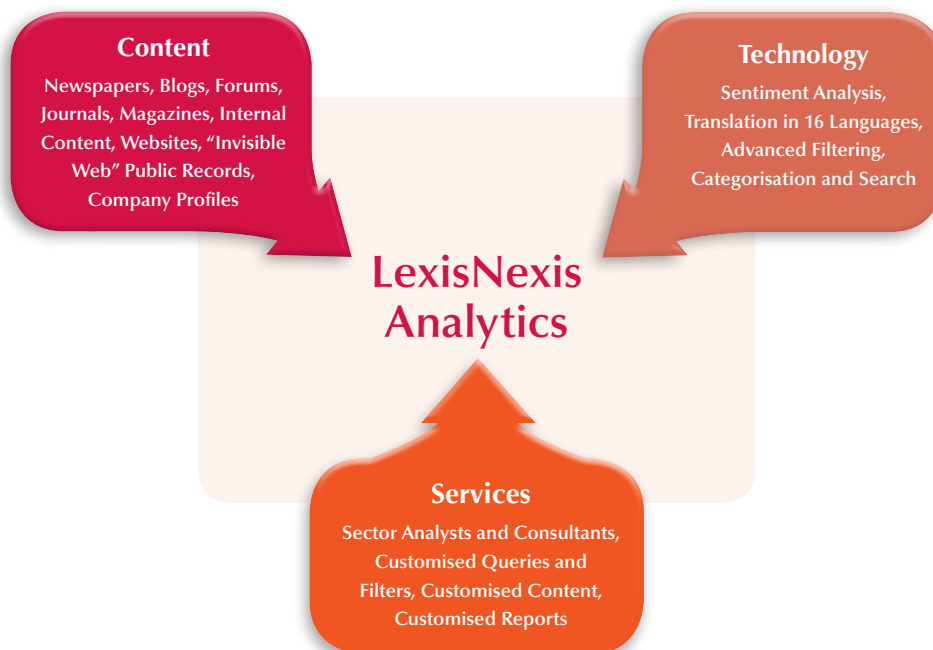
Blog Watch – Track and observe what the most influential blogs are saying about your company's brands and services, quickly react to any coverage and identify opportunities that may have previously gone unnoticed. Ideal for online media monitoring and brand reputation management.

eReputation Health Check Report – Gain comprehensive insight into your brand's online reputation. Benchmark your activity compared to your competitors, analyse the sites and bloggers who are writing about you and also gauge your share of voice.

“LexisNexis Analytics is a powerful tool that raised complex issues.”

Jean-Marc Sarret, Director of Communications, PSA Peugeot Citroën Group

Transforming information into actionable intelligence



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