



AIRFRANCE 
FRANCE IS IN THE AIR



**Complete Cross-Media
Monitoring & Analysis Platforms**

#Communication #PR #MediaAnalytics
#CX #CustomerInsights #SocialMedia

#FRANCEISINTHEAIR

Complete Cross-Media Monitoring & Analysis Platform

Air France has been a client of Akio Spotter for over 5 years.

By adding new dimensions to the project every year, the brand was able to develop a strong worldwide media monitoring and analysis system across its departments.

I Why & When did Air France choose Akio Spotter?

In 2010, Air France realised the importance of the social media “big data” phenomena and wanted a system that would help them monitor, analyse and engage on social and online media.

Two major events triggered the value of using Akio Spotter’s platform:

- Snowfall in December that crippled airports throughout the world in 2010, for which Akio Spotter delivered an Ad-Hoc Study to the Air France team, allowing them to track and analyse the situation and take informed decisions.
- In April 2011, the Japanese Tsunami generated bad buzz on social media for Air France that escalated into negative coverage in the off-line international press.



I Air France Communication Department

Akio Spotter monitors Air France's owned and earned online media presence all over the world. Since the implementation of the project the team has used Akio Spotter's platform to leverage an effective management of the brand's reputation.

Building on the foundations of the project over the past five years, Air France has progressively enlarged the project scope.

- New sources: Print press, TV and Radio
- Languages : + 12 including Chinese, Japanese, Russian, German, Dutch, Portuguese, Spanish, ...
- New deliverables: Real-time Alerts, Quarterly Reports

Sources



Online Media: includes news sources, blogs, forums and specific web pages chosen by Air France.



Social Media: all brand mentions on Facebook, Twitter, LinkedIn, Sina Weibo, Youtube, Pinterest... + specific monitoring of the brand's social accounts.



Print, TV, Radio: data sent by Air France's clipping providers or PR teams all over the world is integrated onto Akio Spotter platform.

Platform & Indicators



Users

Akio Spotter provides every member of Corporate and Digital Communications teams with a unique user access to the platform.

The members of the Air France teams include PR managers, media analysis specialists and community managers.

Key Performance Indicators

Crisis Index, Media Impact Score, Social Impact Score, Influence Score, Reputation Score, Campaign Activity

Deliverables



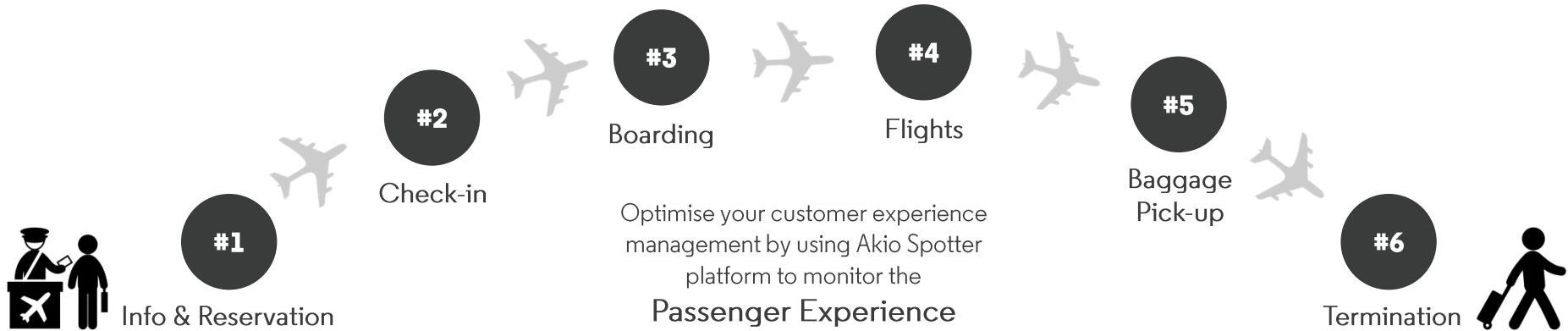
- Real-time Alerts (24/7)*
- Daily Newsletter
- Weekly Barometers
- Quarterly Reports
- Ad hoc Studies

The Daily Newsletter summarises the media coverage and client opinions as well as the level of risk for Air France's image, from pre-identified sources in 20 countries and 14 languages. Over 260 users receive this newsletter.

* Real-time Alerts are triggered by the publication of key media and journalists, influencers with more than 10,000 followers or a Klout score that's above 70.

I Air France Marketing Department

Akio Spotter created a specific analytical grid that reflects the customer journey of Air France’s clients. In order to define analytical models in this project, Akio Spotter’s experts took a trip to the Charles de Gaulle Airport in order to track the real path of passengers and to better understand the customer journey.



Platform & Indicators



Users

The Marketing team has 5 users picking up on travelling customer feedbacks. The members of this team are marketing executives specialised in the area of customer satisfaction.

Key Performance Indicators

Customer Satisfaction Score, Influence Score, Campaign Activity

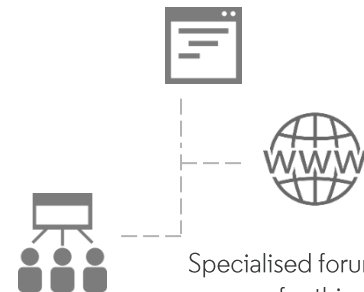
Deliverables

Trained by Akio Spotter’s team of analysts, the Marketing Department at Air France creates their own newsletters and reports.



This project is an excellent example of Akio Spotter’s **Do it Yourself** service.

Sources



Specialised forums are key sources for this project.

I Air France Market Intelligence Service

Three years down the line, Air France approached Akio Spotter for another project. This time, the brand required a platform for its Market Intelligence Service. In order to reduce the time spent in-house on **manual** market research, competitor analysis and data collection (worldwide), Akio Spotter devised a platform that allows users to view and benchmark the activity of their competitors in real time.

This project coverage includes all airline services across the globe including domestic and international services. We cover broad and specialised sources as well as Air France competitors websites.

In 2015, Akio Spotter innovated with the development of a new module – Insights Box. This module aims to share within the company knowledge and data about competitors. The platform is available for all AF employees.

Platform & Indicators



Users

Every member of the team has user access to a dedicated monitoring platform.

Key Performance Indicators

Competitor media visibility,
Competitors' customer satisfaction

Deliverables

The Market Intelligence team works with Akio Spotter to provide a weekly newsletter on market trends and competitors shared widely within the group.



Sources



Open web monitoring in order to detect any relevant information available online

I Making sense of your data

How large-scale companies use Akio Spotter's services to enhance performance & decision making.

Harvesting & Sorting



Visualising & Evaluating

Akio Spotter provides interactive dashboards with multiple levels of analysis.



Key features:

- Identification of the “hot” topics with an analytical synthesis on the home page of your platform.
- Charts, key figures and scores that include volumes, sources, topics, sentiment, semantic tag clouds, socio-demographics, satisfaction, reputation, risk.

Akio Spotter

A complete monitoring and analysis environment, available in SaaS. Platform modules are activated according to the needs of each project and client, to collect, treat, analyse, visualise, share and publish relevant information and deliverables.

STUDIO

Back-office module for **complete and autonomous project management**: connectors, sources, queries, users, data qualification, quality control, platform updates, etc.

ANALYTICS

Module to **explore, organise, qualify and analyse your data**. Allows you to generate, export and publish graphs, alerts or newsletters to be shared within your company.

DASHBOARD

Module to **visualise, edit and create interactive Dashboards**, to be shared between a group of users or personal Dashboards for one or more specific users.

I Our Features

Complete listening and analytics system of media coverage, social conversations and customers feedback.

Communications - PR - Digital



Reputation 360°

Evaluate and manage your brand reputation



Impact Campaigns

Measure the efficiency of your campaigns



Influencers Mapping

Follow and engage with your influencers



Crisis anticipation

Remain vigilant and anticipate threats

Marketing - Customer Experience



Customer Analytics

Listen to and analyse consumer feedback



Market Intelligence

Be aware of market trends and follow your competitors



Social Sales

Use social media in your lead generation programme



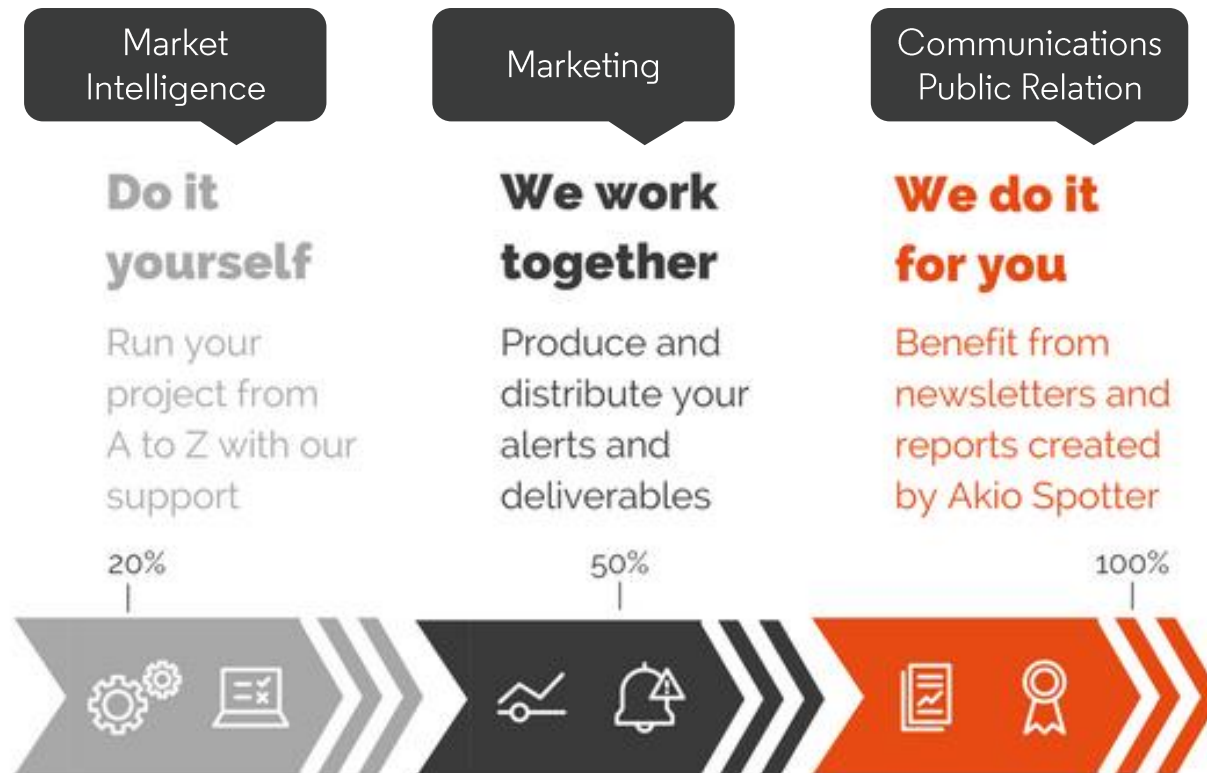
Social Engagement

Follow social conversations and engage

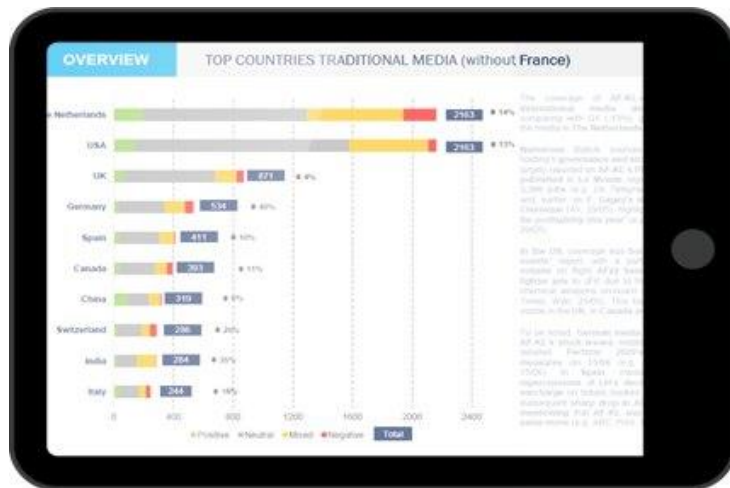
I Our Services

Selecting the service that suits your department's needs.

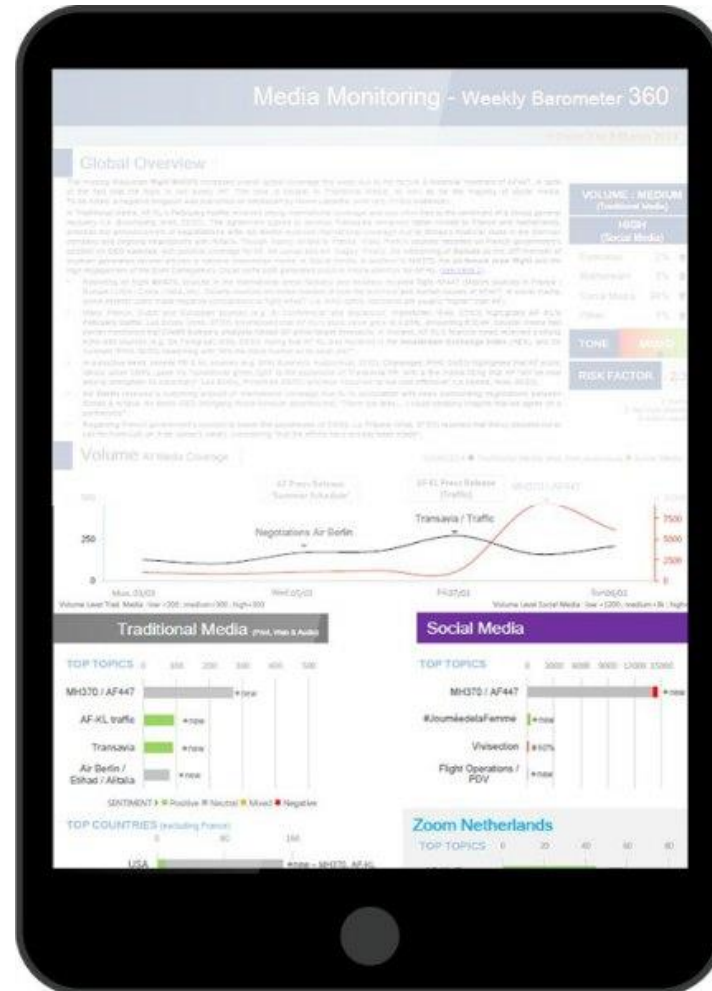
Akio Spotter offers you three different approaches for the setup and maintenance of your projects. Below are the services Air France selected for each of its teams.



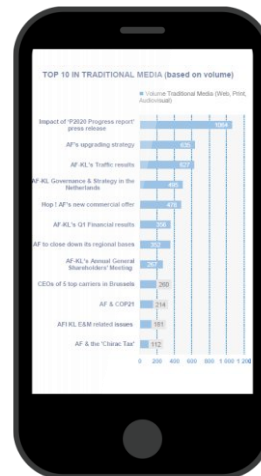
I Platform & Dashboards



I Barometers & Syntheses



I Reports & Ad-hoc Studies



I Results

Client Testimonial

“Thanks to Akio Spotter’s customised platform, we chose a very flexible platform to monitor our corporate and digital reputation and obtain valuable analysed data to alert our managers, taking into account the dimension of our customers’ insights, which is very important for our marketing team.

Akio Spotter analytical models take into account not only our corporate and brand reputation but also our commercial reputation. To be able to rely on an available and professional team is very useful in our daily work, all the more so for a company like us, which is always in the spotlight of the media.”

Jean-Charles Tréhan, Director Delegate of Communications at Air France

New accounts

The analytical models implemented in collaboration with Air France were easily applied to new airline companies, showing the relevancy of Akio Spotter technology.

HOP!



HOP! is a subsidiary of Air France. It was formed from a merger of Airlinair, Brit Air and Régional.

Transavia is a Dutch based low-cost airline operating as an independent part of the Air France-KLM Group.

Working together for over 4 years

Air France manages its e-reputation and picks up quickly on issues that are liable to generate bad buzz. The company knows its social media key influencers. Volume trends are a useful KPI for Air France.

Since the beginning of the project, Air France’s social media presence has evolved and the company has recently been awarded the Trophée Qualité Web for the best online client relations in the category ‘Tourism / Transport’ and is renowned for its excellent online response rate.

Air France’s collaboration with Akio Spotter mirrors the fast changing world of social media. The client has added six extra projects since 2010: two e-reputation projects for the brands Transavia and Hop!, a project focused on trends in customer experience for the Marketing, a project for worldwide monitoring and analysis of Air France’s corporate reputation for Communications, and also a monitoring and analysis project of Air France’s competitive environment and market trends also at a worldwide level.

In 2015, Air France requested Akio Spotter to proceed with the development of a Market Insights Platform allowing the company to share broadly within the company competitors knowledge and data.

Air France benefits from Akio Spotter’s premium features. The company was one of the first to use our new generation of Influence Score based on a specific universe with real time alerts, dashboards and mappings of the brand’s influencers. Thanks to a recommendation from Air France, Akio Spotter signed a major deal with an international entertainment company.



About Akio Spotter

Akio Spotter is a complete listening and analytics system of media coverage, social conversations and customer feedback.

Monitor what's being said about your brand, identify your influencers, measure the impact of your campaigns, and drive your digital strategies.

We provide you with a dedicated project manager that will assist you with the definition of the monitoring plan, the layout and usefulness of the dashboards, and the adjustment of queries and themes in order for you to visualize only what matters.

In addition, our team of analysts can create tailor-made deliverables, such as ad hoc reports, studies and barometers.

| Expertise: 20 years of experience in monitoring and analysis of all media types and sectors.

| Sourcing: we possess a robust catalogue of relevant and qualified sources and work hard to continuously detect new sources.

| Innovation: our technology is proprietary and 30% of turnover is reinvested in R & D. The platform is scalable, cloud and ready to be used on mobiles as well.

| Global: we have the technical skills and the know-how to manage all languages and alphabets.

Would you like a demo ?

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Akio Spotter, the online reputation barometer!

Essential for Marketing, Communications, PR and Digital.



www.akio.com