

Online Monitoring for Reputation Management and Competitor Benchmark for a major University in Quebec - Canada

I Overview

- The University of Montreal, along with its affiliates - HEC Montréal and the École Polytechnique, is ranked **number 1 in Quebec for undergraduate and graduate programs and research centres**.
- It offers more than 650 undergraduate programmes and graduate programmes. The Times Higher Education World University Rankings of 2014-2015 ranks the University de Montreal at 113th place globally.
- University of Montréal also ranks second in the list of Canadian universities, based on the number of students enrolled.
- The UdeM campus welcomes roughly one quarter of the students in Quebec, and therefore has a **student population of approximately 60,000 people**.
- Among the universities in Quebec, UdeM is the **number one choice for foreign students**, with almost 7,000 attending.
- The university **employs around 9,000 people**, including more than 4,500 teachers and researchers, which makes it one of the biggest employers in Montreal.
- The university's Communications department is **in charge of monitoring all mentions about the university, its researchers, students or personnel** at a national and international level.

I Challenge

- Up until 2012, the web monitoring was carried out by using an alert tool, however, UdeM wanted to **benefit from a more advanced platform** that would enable the communications team to make better use of the results and be able to **analyse the media coverage more efficiently**.
- With this challenge in mind, UdeM asked Akio Spotter to create a **customised platform that included having all widespread media coverage in one place, robust indexing and text-mining technology and a team of experts providing top-notch assistance**. The end goal was to cut through the “noise”, make reporting more effective and expand the database of relevant sources.



William Raillant Clark
International Press Attaché

“By using Akio Spotter we are able to keep on top of all publications about the University and our staff and share the news amongst team members easily. We are also able to easily analyse the impact of our communication actions and compare ourselves to other major universities in Canada. The support provided by Akio Spotter makes using the system very simple and their ability to adapt quickly makes the tool very versatile.”

Identifying and monitoring the most relevant and influential sources Structuring all documents and providing enriched data

I Sourcing

- **Mastering the world of sources.** Our platform is based on our in-depth know-how in the monitoring and analysis of web sources, but also on frequent exchanges with our clients in order to identify, select and monitor the most relevant sources for each project.
- **Maintenance and updates to the panel of sources.** Our “open web” approach enable us to identify new relevant sources for the project and to integrate them into the panel of sources to be monitored as quickly as possible.



Online media, Blogs, Institutional Web sites, Social Media, Forums, Photos & Videos sharing platforms

I Qualification

- **Thorough understanding of your issues** with a dedicated project manager and team. Akio Spotter manages projects by combining the most suitable talents from its team of experts in order to understand and interpret correctly the context of the messages being analysed.
- **Combination of semantic analysis and human quality control.** Our double approach is based on a system that automatically categorises the data and validation of the relevance of documents by the project manager and a team of experts.



Data by topics and sub-topics

Data by type of sources

Linguistic and semantic data indexation

Reputation Management & Internal Communications

- **Internal communication tool:** daily newsletters with the latest news.
- **ROI of communication actions:** analysis of the impact of the UdeM communication strategy.
- **Reputation management:** detection of negative/positive buzz, evaluation of risks and crisis management.
- **Benchmarks:** evaluation of the visibility of University of Montreal’s research teams and benchmark against its competitors.

