



RADAR

FTI Consulting's predictive analytics platform

**AI to look around corners,
build resilience, anticipate
disruption and stay ahead**

The challenge

Businesses are operating in an **increasingly complex and volatile communications landscape**.

Three macro trends have converged to create this environment:



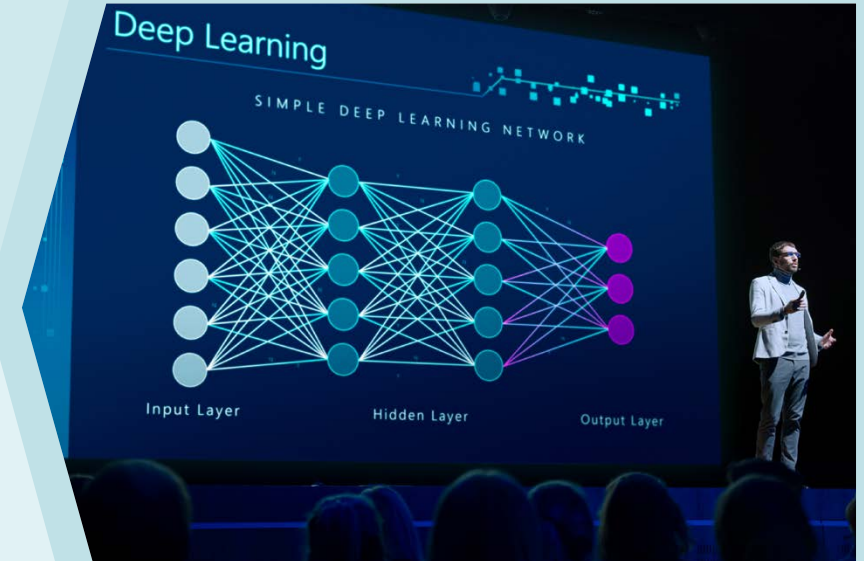
Complex and fast-moving stakeholder environment:

It's harder to understand the conversations happening across channels and respond effectively.



Conflicting global priorities:

It's harder to predict how issues will play out across different social, political and cultural contexts.



Information overload:

It's harder to distinguish between meaningful signals and what's just 'noise'.

Businesses globally have a need for a holistic, efficient and rigorous approach to navigating this landscape – better leveraging data to future-proof and de-risk communications – and to jump on the right conversations at the right time.

The solution

FTI Consulting's predictive analytics tool RADAR allow businesses to look around corners, spot trends and flag pressing and relevant conversations, manage a crisis before it creates a ripple effect and identify opportunities that might have otherwise been missed. RADAR is designed to empower businesses to break through the noise to remain informed, agile and proactive – ensuring that they join a conversation at the right time and are acting ahead of the curve.

Spot Trends

Monitor past behaviour to spot trends in the data



Mitigate Risk

Identify anomalies in the data early on to avoid blind spots and reduce risk



Manage your Reputation

Keep your brand health in check round the clock with real-time updates



Identify Opportunities

Identify patterns in the data and discover relationships between various factors to guide informed decision-making



Better planning around reputational opportunity and risk

Single source of truth and democratisation of data across functions

More effective prioritisation of resources

The benefits of RADAR

1

Flexible

Spot trends, manage your reputation (or those of others), identify opportunities and flag issues/risks before they materialise



2

Bespoke

Custom-built to answer your most pressing questions



3

Data agnostic

Process data in multiple formats and from multiple sources



4

Efficient

Prioritise limited analyst resources on what's really important



5

Intelligent

Using AI and machine learning techniques to generate faster results, deeper insights and better decisions



6

Predictive

Analyse the past, present to predict future probabilities



7

Simple

Allow everyone in your organisation to work with data irrespective of their technical know-how



8

Scalable

Easily interpret complex data and scale across business functions



How RADAR works

FTI Consulting's predictive analytics tool RADAR uses AI algorithms to 'learn' from past events and flags when future events are likely to follow similar patterns. This means you can be alerted of a crucial turning point in conversations.

This allows businesses **more deeply understand the issues they face, horizon-scan for meaningful trends** that could impact the company, **identify opportunities, adjust communications and operations** in line with these trends and opportunities, **prioritise resources**, and help **mitigate potential crises**.

RADAR analyses hundreds of conversation indicators and characteristics to identify patterns and flag issues. For example:

Conversation velocity

Sentiment polarisation

The presence of opinion leaders

Engagement

Emotion type

Formation of networks around a company or issue

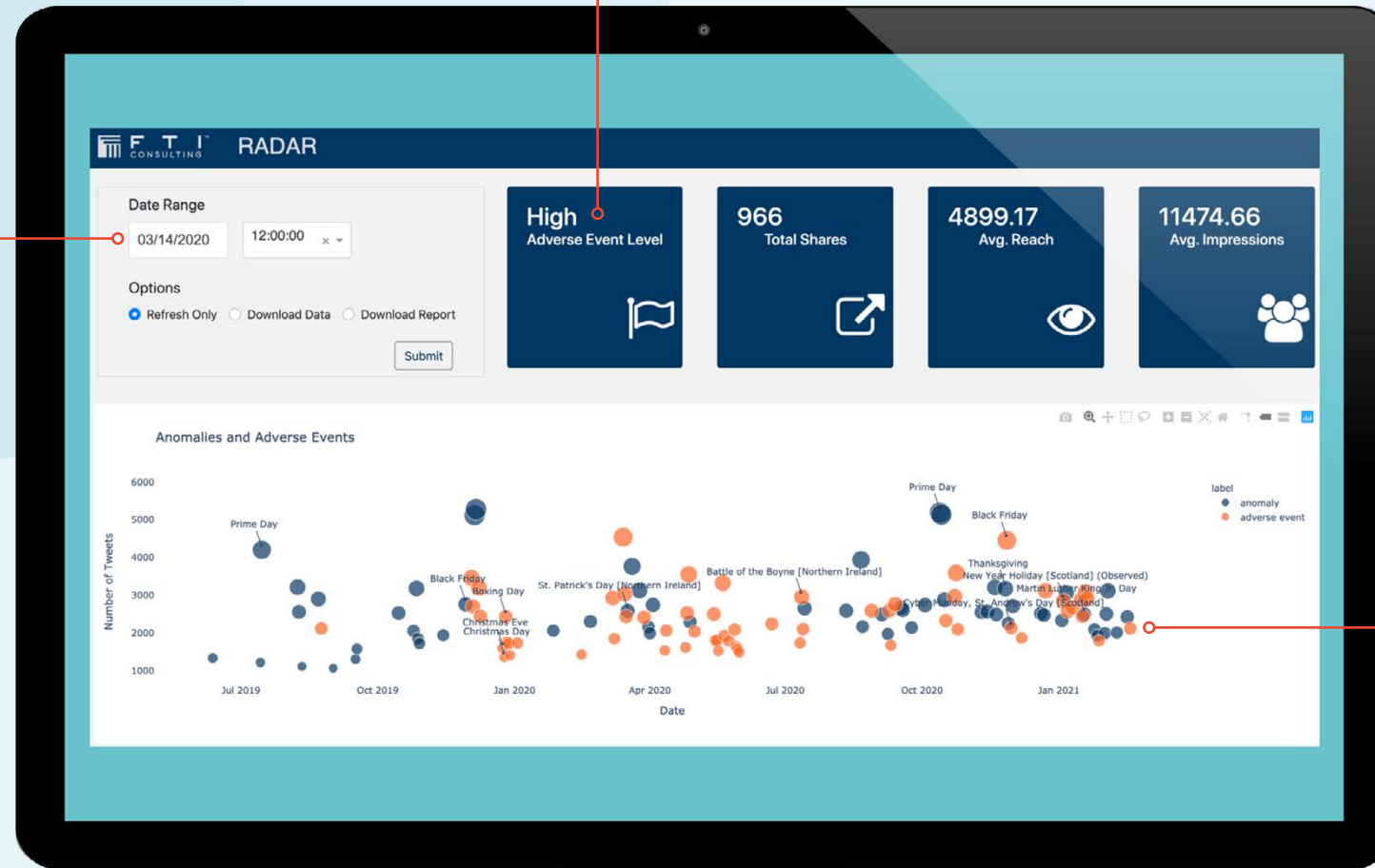


Outputs

Historical data is housed in an interactive dashboard, and users also receive real-time email alerts.

High-level overview Metrics that **can be defined and customised** based on your project needs.

Adjust date range



Interactive dashboard: anomalies and events are visualised in a timeline. The user can click on any bubble to investigate the event (the graphs to the left will all automatically update).

Building into existing monitoring infrastructure

Analytics and predictive models are built based on social/digital listening as standard – but can incorporate further stakeholder data from across the business



The process

A five-stage process that leverages historical data to identify and flag risks and opportunities likely to escalate

1 Plan

Define topics of interest or let RADAR reveal the 'unknowns'

Define the topics of interest that you would like to monitor (e.g. product-related topics or ones involving senior executives or are highly positive / negative)

'Know the unknowns'. RADAR can spot trends and anomalies in the data to help you better plan and forecast for the future irrespective of pre-defined topics of interest. In other words, RADAR can help you spot issues/trends you didn't know about

2 Audit & Evaluate

Learn from past events and flag new or emerging trends / issues

Analyse past trends/ events to understand their characteristics and help categories an issue

This is the basis of a supervised machine learning model to identify and flag the same patterns in the future

Unsupervised approach: RADAR is able to pick up issues / anomalies that the tool has not seen before. This means that new or emerging trends and issues can also be identified

3 Monitor & Predict

When is a topic going to escalate?

Track conversation and predict potential growth

Monitor topics across channels and geographies to reflect how trends/ issues are likely to move and behave

4 Alert

Early identification system

Alerts when issues are spotted that match past event characteristics

This can include spotting opportunities, flagging risk or identifying trends / hot topics

RADAR is able to differentiate between anomalies in the data and genuine issues or opportunities

Ongoing algorithmic training to improve and optimise

5 Act

Strategic communications support

More proactive response

Better resource management

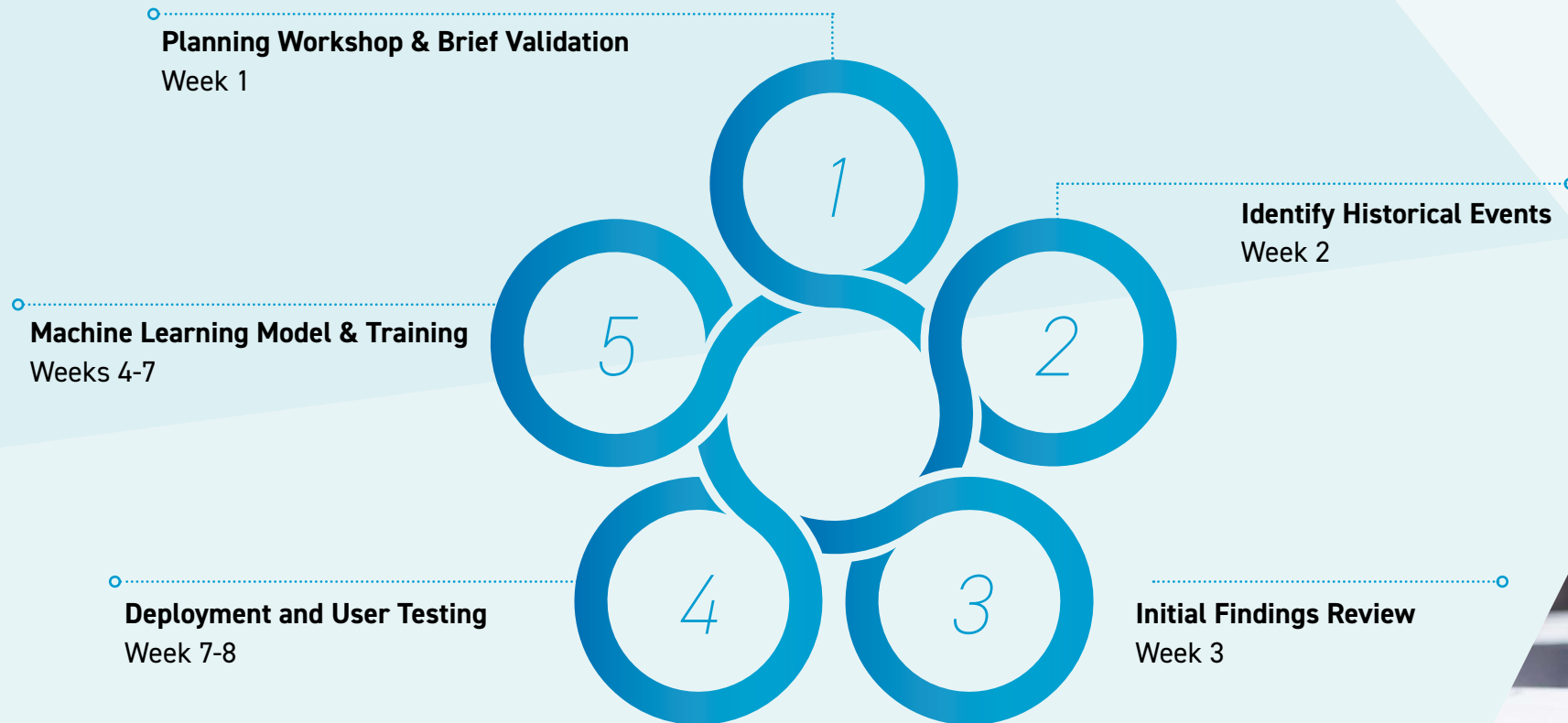
Spot trends and act ahead of your competition

Reduced commercial and reputational risk

How we work with you

In practical terms, set-up typically takes about 8 weeks, from initial analysis, to training the model, to deployment.

Once the algorithms are set up, users can then be alerted in different ways – via email, a bespoke dashboard or via existing data delivery platforms in the business.



Thank you



**FTI Consulting's predictive
strategy and analytics**
Strategic Communications

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About FTI

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

For more information, visit www.fticonsulting.com and connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn.

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