

DEVELOPING A CORPORATE PERFORMANCE METRICS FRAMEWORK BASED ON BUSINESS ANALYTIC TECHNIQUES USING PREDICTIVE ALGORITHMS TO ENHANCE THE PUBLIC RELATIONS

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As global markets become more competitive, the importance of good Public Relation between the management, employees, customers and stakeholders, is growing rapidly.

- It is important today to highlight corporate performance and ideals so that the public perceive the desired image of the company.
- It is imperative to create a niche for Corporate Brand, Products & Services.
- A long-term program for creating the desired image is a crucial ingredient to increasing market share.
- Good Public Relations provides higher credit at lower costs.
- Demand for information is growing worldwide, and the need for professional communicators, who have experience and skill, is becoming inevitable.

ABOUT

Positive Interchanges is a gathering of experts drawn from different data related ventures, for example, Advertising, Statistical surveying, Showcasing Correspondences and Journalistic foundations, giving discernment the board administrations to a wide range of customers. Headquartered in New Delhi, India, the advertisers of Positive have been nearly connected with the media for quite a while and share phenomenal relations and vicinity with columnists at a national dimension. Positive Communication have successfully helped to strategize and implement communication goals of many Corporations.

In operation since mid-1997, the agency is committed to high levels of client satisfaction management and is geared to face the challenges of the future. Team helps clients find suitable platforms to present their mission statements, ideas and philosophy to the desired target audiences.

Positive Communication have a national network that spans 12 key cities apart the head office at **New Delhi**. Perception planning, initial research and communication strategy on every client is

done here and is then disseminated to respective offices in line with specific communication needs relevant to target markets.

PR consultancy of Positive Communication encapsulates research, analysis, conceptualization and implementation of diverse programmes.

Regular internal brain storming sessions happen between Strategy, Client Servicing, Media Relations & Monitoring as well as Content Development teams, each headed by a qualified team head. All our associate offices enjoy a high level of information sharing and are geared to implement a range of communication programs.

Positive Communication demonstrate identical levels of commitment and deliver high levels of client satisfaction with their **WorldCom** partners globally.

Positive & Worldcom

In February 2001, **Positive Communications** initiated a dialogue with the **WorldCom Public Relations Group** headquartered in New York in U.S.A. WorldCom is the world's largest network of Public Relations Agencies representing 30 countries from Europe, U.S.A., Canada, Latin America, Asia Pacific and Australia.

After stringent screening by WorldCom management, Positive Communications were invited to make our credentials presentation at Kuala Lumpur in October 2001 at their annual regional meeting attended by WorldCom's Chief Operating Officer Ms. Daisy Guthin. Based on the case studies presented to them, **Positive Communications** was unanimously voted to be part of the Group.

WORLD COM is the world's largest consortium of independently owned public relations counseling firms. It has some 130 partner firms, with offices in some 35 countries in six continents - with a cumulative 1,600 employees and a net fee income of more than US \$170 million.

WORLD COM was formed primarily to serve national, international and multi-national clients needing in-depth marketing and communications support and expertise from professionals who understand the language, culture and customs of the domestic and foreign arenas in which they operate.

WORLD COM is governed by an elected board of directors and three regional boards, with support from a Chief Operating Officer.

The WorldCom protocol is to extend professional courtesies between partners in terms of information exchange, sharing of knowledge base, strategic inputs, sharing of databases & case

studies at no cost. Partners as per WorldCom standards charge for, only actual initiatives for any client marginally.

Positive Communications is official India partner to the **WorldCom Public Relations** group, the world's largest consortium of PR consulting firms. Headquartered in New York, this global forum has more than 130 partners spread across 35 countries in four continents.

Global expertise and reach combined with real time analysis help clients of Positive Communication reach out to desired influence groups and target audiences successfully.

The Positive Approach to Public Relations

Positive Communications is today positioned as a resource of information for the industry, be it media, the industry chambers, the government or our existing portfolio of clients, each one being diversely different from the other in terms of their sectors, areas of work and required activity.

Consequently, the communication modules are designed and executed to deliver core corporate and product / service values to the desired target audiences or influence groups in sync with client needs and interests. They draw from the experience and expertise of a young and proactive team of professionals spread across our offices who have proved their mettle time and again in complex situations.

Five layered approach:

- Identification of client / prospective client communication needs - the need for communication.
- Identification of pressure and influence groups to whom the desired communication is to be directed.
- Identification of various avenues for communication through informal and formal perception surveys.
- PR campaigns, conceptualization, design and implementation.
- Impact analysis, review and measures on future tactical strategies.

WHY ONLY POSITIVE COMMUNICATIONS?

Because they believe in:

- Listening carefully.
- Delivering what we promise - on time and within budget.
- Continuous monitoring relative to client's vision & needs.
- Anticipating needs and fulfilling them.
- Responding to requests quickly & effectively.
- Ensuring quality in campaigns with the constant aim of exceeding expectations.

POSITIVE SERVICES

They undertake the following assignments for and on behalf of clients.

1. MEDIA RELATIONS :

Media is a key PR tool.

Media Relations is about recognizing news, packaging it appropriately and attractively, and disseminating it through a wide and efficient media network.

Media Relations is about analyzing what is appropriate news from the various happenings at our client organizations. Positive Communications put in special focus on this area and indulge in detailed discussion with their clients at regular intervals to identify such storylines.

Their vast experience in and around the media provides them with the expertise to filter corporate information, package it as attractive news, and to identify the precise media outlets for launching a campaign.

These exercises include:

- ✓ Recognizing news, drafting and conveying public statements, photos and other component material.
- ✓ Evaluating the newsworthiness of a public statement, additionally assessing the most fitting media for it.

- ✓ Open lines of correspondence so as to energize a stream of news from individuals in the association.
- ✓ Study and learning of media which are suitable to the association to have the capacity to spot open doors for media inclusion.
- ✓ A valid wellspring of data about the association and its administrations by advising proper editors, columnists and other media people.
- ✓ Maintaining an a la mode library of data and photos to have the capacity to react rapidly and precisely to media enquiries.
- ✓ Tracking and understanding the progressions which are occurring in the media and adjusting the methods in like manner.
- ✓ Arranging interviews, recommending project and story thoughts, and giving foundation data to columnists.
- ✓ The issue of fundamental, between time and yearly outcomes and records.
- ✓ Press observing, aggregating press cutting books, press reviews, interpretations.

2. SOCIAL COMMUNICATION.

The "Public Welfare" communications field has been rapidly changing over the past two decades. It has evolved from a one-dimensional reliance on public service announcements to a more sophisticated approach, which draws from successful techniques used by commercial marketers, termed "social marketing."

As social problems are complex and interrelated, solutions need to be developed in light of the specific socio-economic, historical, religious, and cultural framework. Often segments of society need to be identified who are particularly vulnerable or exposed in order to be able to develop a targeted campaign.

SutraDhaar (A specialized division of Positive Communications) has been created for helping organizations use social marketing techniques to create effective communications and establish positive community relationships amongst desired target audiences.

Commercial marketers have long known the most effective methods for getting out their messages and selling their products. More and more organizations from non-profits to

Govt. agencies are using these methods to promote their own public welfare and social issues.

SutraDhaar is primarily a Dedicated Social Communication wing headed by social communication experts. Rather than dictating the way that information is to be conveyed from the top, they will help organizations to listen to the needs and desires of the target audience themselves, and build the program from there.

Whether an organization wishes to implement a public awareness campaign, develop effective educational materials or just take another look at their current communications strategies, *Sutradhaar* can help, to guide their activities.

3. PUBLIC AFFAIRS :

As this is a highly specialized area and often requires a dedicated resource, they constantly monitor the macro-environment taking into account political, economic and administrative factors.

4. PERCEPTION AUDIT :

Perception Audit of Positive Communications is a reality check. It is a professionally conducted survey of key constituents whose opinion matters to your company and your product brands. Their scientific study provides a crucial input for directing campaigns.

5. EVENT MANAGEMENT :

Events have now become an inevitable front line tool for intelligent Marketers. It gets the potential customer to capture the moment and savour the excitement and can do wonders for brand promotion.

6. CRISIS MANAGEMENT :

Crisis management is an important determinant of the success or failure in times of crisis. Very few organizations feel the need to develop well-planned, researched crisis management and response manuals, but they have the resources.

7. EDITORIAL SERVICES :

Positive Communication's team of professional writers and designers can help company in producing classy communication material. Their expertise also includes developing multimedia tools like presentations and interactive CD-ROMs.