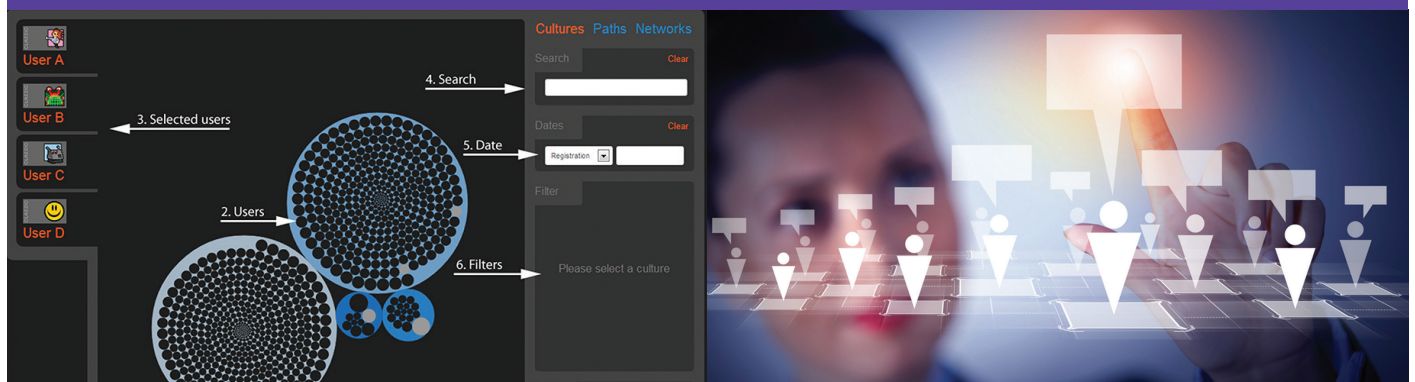


Petri

Online Community Analytics Tool

'Petri' is an online community analytics tool that enables companies to identify future online community leaders. It can help to translate community and customer engagement into revenue by leveraging community feedback, to deliver improved customer-driven product innovations and insights.

Available to License



Market Opportunity

The advent of the "social customer" presents both risks and opportunities for customer engagement models. Many customers now search for product and service reviews, or join online community forums to communicate with other customers, before making a purchase decision. According to the 2012 Nielsen Trust and Advertising Global Report, 92% of consumers trust recommendations from people they know and 70% trust online endorsements, whereas only 33% trust online advertisements.

Online communities are also increasing in their importance in building long-lasting loyalty and relationships. According to Ebay, community users spend 54% more than non-community users (Ebay 2006).

Technological Highlights

'Petri' is a novel analytics application that visualises online communities and customer support forums based on members' levels of participation and contribution.

Essentially, this tool monitors the 'health' or level of engagement of each member of the community over time, and identifies future leaders to target.

Petri applies text analysis to the online community using a variety of metrics, which can automatically identify future community leaders or super-users. The graphically represented results also provide greater insights into monitoring community health, enabling community managers to better control the flow of information, achieve greater customer insights, build brand awareness and facilitate customer self-service.

Applications

Petri is a community visualisation tool that can be easily integrated into the company-customer communication flow. The tool has a number of potential applications, including:

- **Community Leaders:** Identify future community leaders or 'gurus' who have the potential to become online community influencers and product evangelists.
- **Sales and Marketing:** Differentiate from competitors and reinforce brand messaging by adding value through community communication channels.
- **Customer Service:** Increase customer loyalty through enhanced interaction and engagement between customers, employees and partners.
- **Product Management:** Partner with customers, prospects and non-customers to generate, develop and validate ideas for more profitable product and service innovations.

IP Status

Petri is available to license from the ADAPT Centre for Digital Content Technology. Contact our commercial team for more information.

Commercialisation Contact

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