

# Providing expert guidance on reputation and risk by harnessing Signal AI

**BYFIELD**  
Reputation Counsel

## How Byfield's clients make more informed decisions on reputation

- With the power of AI, Byfield's specialists spot risks early and protect the reputations of their clients.
- Access to cutting edge metrics, like sentiment analysis, identifies areas of strong perception and where clients need to cut through the noise.
- With real-time AI-powered briefings and an industry-leading range of sources, the team can react quickly and effectively to help clients make more informed decisions.

## Importance of making the right decisions around reputation

Byfield – London's leading reputation counsel to the legal sector – believes reputations are difficult to build and easily lost. The firm prides itself on providing specialist advice on reputation by understanding reputational drivers, identifying the right opportunities for clients, and spotting and mitigating risks.

## What Byfield sought to achieve

It was important for Byfield to effectively measure a client's reputation, understand shifts in coverage, and compare the media profile of clients against their competitors according to certain areas.

Byfield had cited the large number of sources - - such as print, online, national and sector-specific in order to stay ahead of potential issues, and combine this with real-time alerts to help clients avoid and mitigate any consequent crisis.

Finally, Byfield needed a platform that put the many specialists using it in control, where they could adapt or set up new searches as they needed to – instead of relying on inefficient boolean technology or waiting

on an account manager to make adjustments for them.

## Measuring PR success and identifying areas of white space for clients

**"By focusing PR efforts on the areas where their voice could potentially be louder, as suggested by Signal AI, we can help our clients achieve more cut through and make a bigger impact on topics of particular importance to them."**

Bethaney Durkin  
Account Director

Thanks to the power of AI, Byfield can analyze sentiment (identifying the positivity of mentions for greater accuracy) of a client's media coverage according to certain topics and when compared with competitors. For example, during the height of the pandemic, Byfield was using topical analysis around redundancies and the furlough scheme to give clients a better understanding of the media conversation.

With centralized media analysis through Signal AI's dashboards, the visualizations help Byfield understand the sentiment towards a client and its share of voice in relation to certain key topics, and use these insights to demonstrate where clients can have a greater impact.

## How Byfield harnesses AI to react effectively to potential risks

In order to stay ahead of potential risks and mitigate the impact of any issues for its clients, Byfield's team utilizes AI-powered searching:

- Accessing relevant information instantly by searching through entities (such as companies) and topics, instead of inefficient keywords
- Having the widest possible view to potential threats, with the Signal platform ingesting 5 million

documents a day

- Sensing risks thanks to real-time AI-powered briefings to flag potentially damaging stories straight to their inbox

This means spending minutes, not hours, monitoring for coverage and allows the team to spend more time on strategically important activities.

Bethaney Durkin said: "As potentially damaging stories emerge, our team can react quickly and adjust existing searches or set up new ones as the issue evolves, thanks to AI-powered searching. In a crisis situation having access to real-time information is so important for decision making, and Signal AI means we are not caught out behind the curve of the story.

## How PR teams harness Signal AI

**5 million documents** a day from print, online, broadcast, podcast and regulatory sources

Set up a search in **less than 90 seconds**

Understand what's driving your reputation, with topical and sentiment analysis

Real-time translation in **100 languages**

## How Byfield helps clients make better decisions around reputation

Armed with the right information thanks to the Signal AI platform, Byfield can help clients make more informed decisions around the potential risks they face and how to protect and enhance their reputation. Using Signal AI, Byfield gives clients the edge above their competitors and helps them be more agile in a sensitive and fast-paced industry.