



BT Group Leverages AI Assisted Insights backed by Human Intelligence to get a 360-degree view of External Stakeholder Sentiment & Influence Communications Strategy



"The monthly insights reports give us a wealth of important data, but we've been working hard to develop the overall headline view, & the Onclusive team has done a great job in helping us to achieve that."

Corporate Affairs Insight Manager, BT

About BT Group

BT Group is one of the world's leading communications services companies, whose solutions are integral to modern day life.

With over 30 million domestic customers. 1 million business & public sector customers in the UK alone, & operating in 180 countries worldwide, BT is a truly global organisation with diverse groups of external stakeholders.



Challenges & Objectives

BT Group has a long-standing partnership with Onclusive, using our full suite of media monitoring & reputation analysis tools.

The Corporate Affairs team asked us to help them find a solution that would better inform them about how the organisation was being talked about and perceived in the outside world – unprompted – by a range of stakeholder audiences; helping them to make data-informed decisions about future communications & strategy.

The solution needed to deliver this insight in a standardised format to identify:

- What's being said about the organisation by key stakeholder groups,
- Overall sentiment behind what each stakeholder group is saying,
- The impact that prominent topics & news stories are having on stakeholder sentiment,
- How the organisation is benchmarking against its competitors in these areas,
- Stakeholder sentiment around the key pillars of its reputation framework.

Strategy & Approach

We worked with the BT Corporate Affairs team to design a research solution that combines AI-powered media analytics with the deep insight of our experienced consultants; allowing them to take a longer-term approach to managing reputation across key stakeholder & opinion former groups, plan & measure campaigns, & track key themes to push out into the market.

We grouped requirements into three themes:

Identify what's important

- Identify external voices that matter most: politicians, industry bodies, & other influential commentators.
- Segment all content according to which type of stakeholder is commenting.
- Align metrics to the objectives & campaigns of BT's Corporate Affairs team & the organisation's strategic vision.
- Create an 'impact score' to measure the visibility & importance of commentators based on potential readership, brand placement, & sentiment.

Present a fair comparison between external stakeholders & vs competitors

- Assess the impact of different commentators on driving opinion & sentiment based on the prominence & reach of their conversations.
- Create a like-for-like benchmark against key competitors.
- Present a single overview of long & short-term reputation trends for each firm, offering the capability to drill down into each stakeholder group.

Design an insightful & digestible report

- Use BT Group's internal & external branding & design features to ensure buy-in from internal stakeholders.
- Design a template that's relevant & digestible for all teams across BT Group, with the ability to cut data multiple ways.

Speak to an Expert

Why Onclusive?



"Onclusive provides a really good level of human intervention alongside AI-powered media analytics . . . The support the team provides is very good. They understand our briefs & requests & are always speedy to respond."

Corporate Affairs Insight Manager, BT

Results

With detailed monthly reports & a dedicated consultancy team at Onclusive, BT Group is able to:



Fully understand the impact that specific news stories about the organisation have on key stakeholder group sentiment.



Make informed, confident comms decisions based on up-to-date stakeholder sentiment analysis.



Understand how BT Group is performing in relation to its competitors.



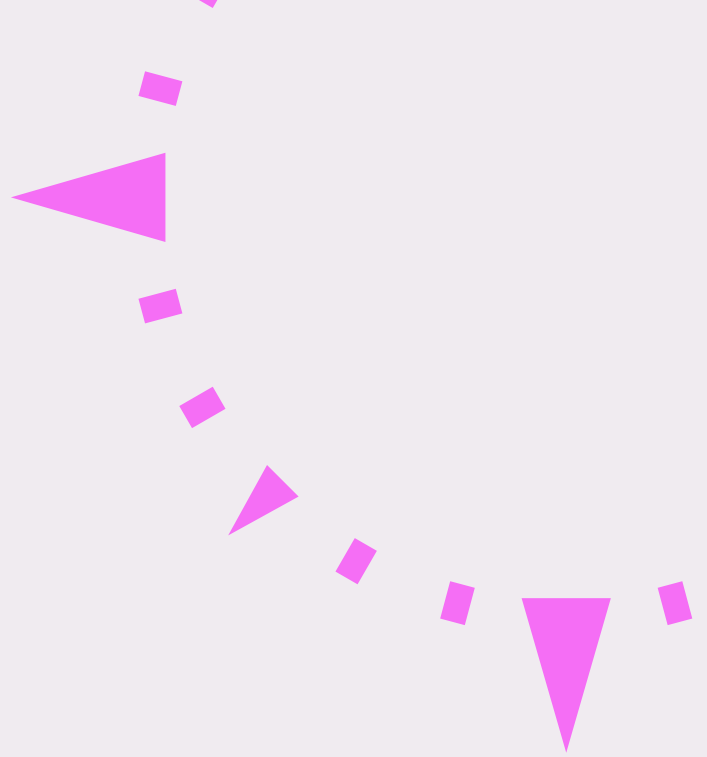
Have a broad view of how BT Group's perceived by stakeholders in relation to key pillars of its reputation framework.



"Understanding stakeholder sentiment around specific topics & stories about the organisation helps us to make strategic decisions about what or what not to do next. Often, the 'what not to do' is just as important. Getting a full & accurate view of stakeholder sentiment, alongside our other media monitoring data, helps us to decide whether we should continue to respond or move onto something more proactive."

Corporate Affairs Insight Manager, BT

[Speak to an Expert](#)



About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.