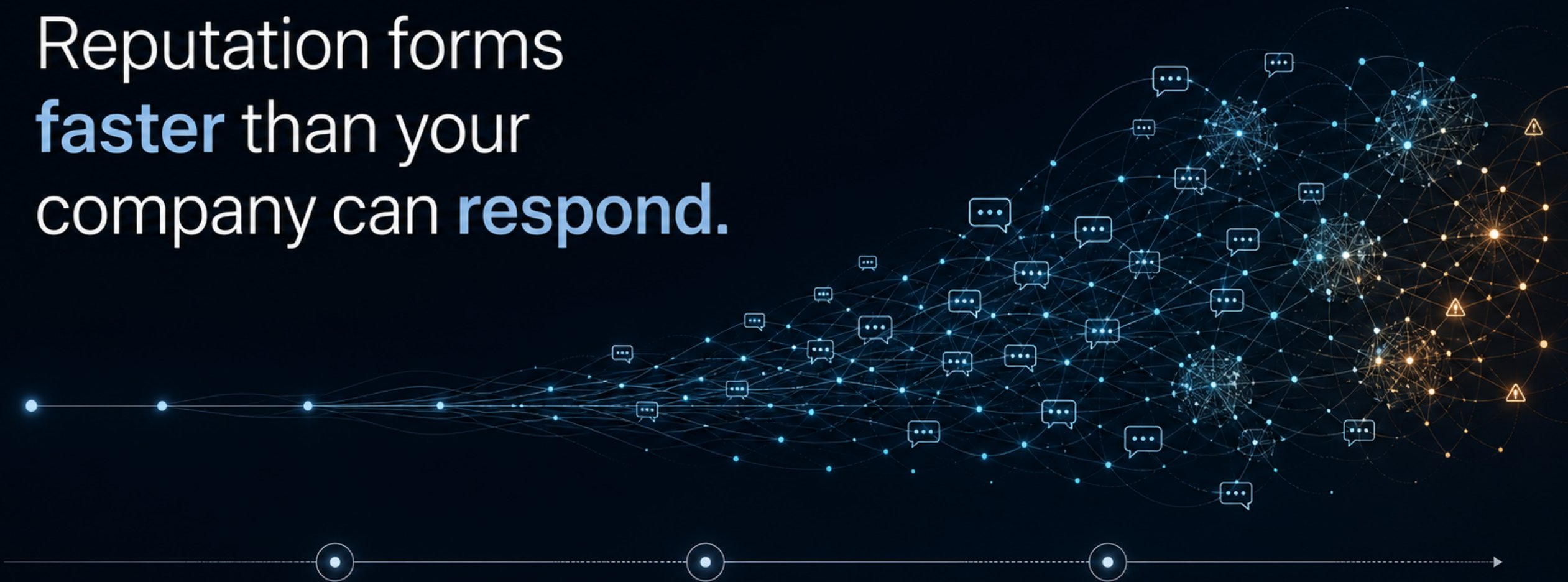


REPUTATION INTELLIGENCE SYSTEM

See the crisis before it becomes a crisis.



Reputation forms
faster than your
company can **respond**.



One view. From signal to business decision.

The system transforms millions of online signals into a clear picture of what is happening, why it matters and what the company should do next.



EARLY DETECTION
Narrative acceleration before mainstream pickup.



BUSINESS IMPACT
Churn, chargebacks and revenue exposure in real time.



AI DECISION
Recommended action, timing and confidence.

\$1.2M

CHURN EXPOSURE IDENTIFIED
BEFORE ESCALATION



REPUTATION INTELLIGENCE SYSTEM

LAST 7 DAYS | LIVE

OVERVIEW

NARRATIVES

SOURCES

STAKEHOLDERS

ALERTS

REPORTS

SETTINGS

TOTAL MENTIONS

48,620

+214%



ESTIMATED REACH

3.8M

+172%



NEGATIVE SENTIMENT

61%

+29 PTS



CHURN EXPOSURE

\$1.2M

HIGH



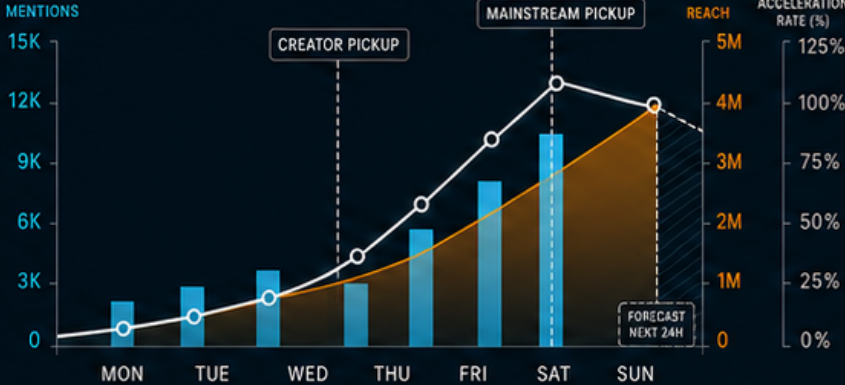
CHARGEBACK RISK

+34%



NARRATIVE VELOCITY & REACH

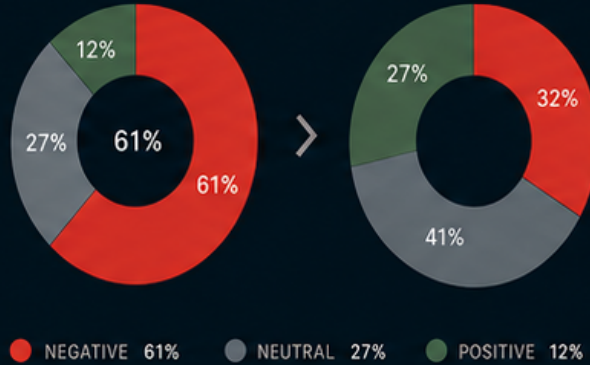
MENTIONS REACH ACCELERATION



SENTIMENT SHIFT

LAST 7 DAYS

PREVIOUS 7 DAYS



SOURCE BREAKDOWN



BUSINESS IMPACT



AI RECOMMENDATION

RESPOND WITHIN 2 HOURS

CONFIDENCE

94%

Clarify renewal terms and proactively contact affected customers.

A complaint becomes a crisis when people agree on what it means.

AI identifies the story forming beneath thousands of individual posts—and shows how close it is to breaking into the mainstream.



CORE CLAIM

The company designed the trial to trigger unwanted renewals.



EMOTIONAL DRIVER

Deception



ESCALATION RISK

87%

MAINSTREAM PICKUP LIKELY WITHIN 18H

 REPUTATION INTELLIGENCE SYSTEM

LAST 7 DAYS ▾ LIVE

OVERVIEW

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NARRATIVE: UNEXPECTED CHARGES AFTER FREE TRIAL

NARRATIVE STRENGTH
87 / 100

VELOCITY
+186%

ACTIVE AUTHORS
12,840

ESTIMATED REACH
3.8M

MEDIA PROBABILITY
74%

NARRATIVE EVOLUTION

REVIEWS REDDIT TIKTOK SUPPORT

MENTIONS 12K 10K 8K 6K 4K 2K 0

MON TUE WED THU FRI SAT SUN 18H FORECAST

TOTAL MENTIONS 12K 10K 8K 6K 4K 2K 0

NARRATIVE ANATOMY

CORE CLAIM
Designed to deceive

SUPPORTING THEMES
Hidden terms, Difficult cancellation, Ignored refunds

REPEATED LANGUAGE
scam, tricked, charged without consent

EMOTION MIX

ANGER	46%
BETRAYAL	31%
ANXIETY	15%
OTHER	8%

TOP AMPLIFIERS

	AUDIENCE	ENGAGEMENT	RISK
1 MICRO-CREATORS	2.1M	186K	HIGH
2 REVIEW COMMUNITIES	1.4M	112K	HIGH
3 CONSUMER ADVOCATES	820K	74K	MEDIUM

AI INTERPRETATION

The issue is no longer framed as a billing error. It is becoming a story about deliberate deception.

CONFIDENCE
92%

Not one model. A coordinated intelligence team.

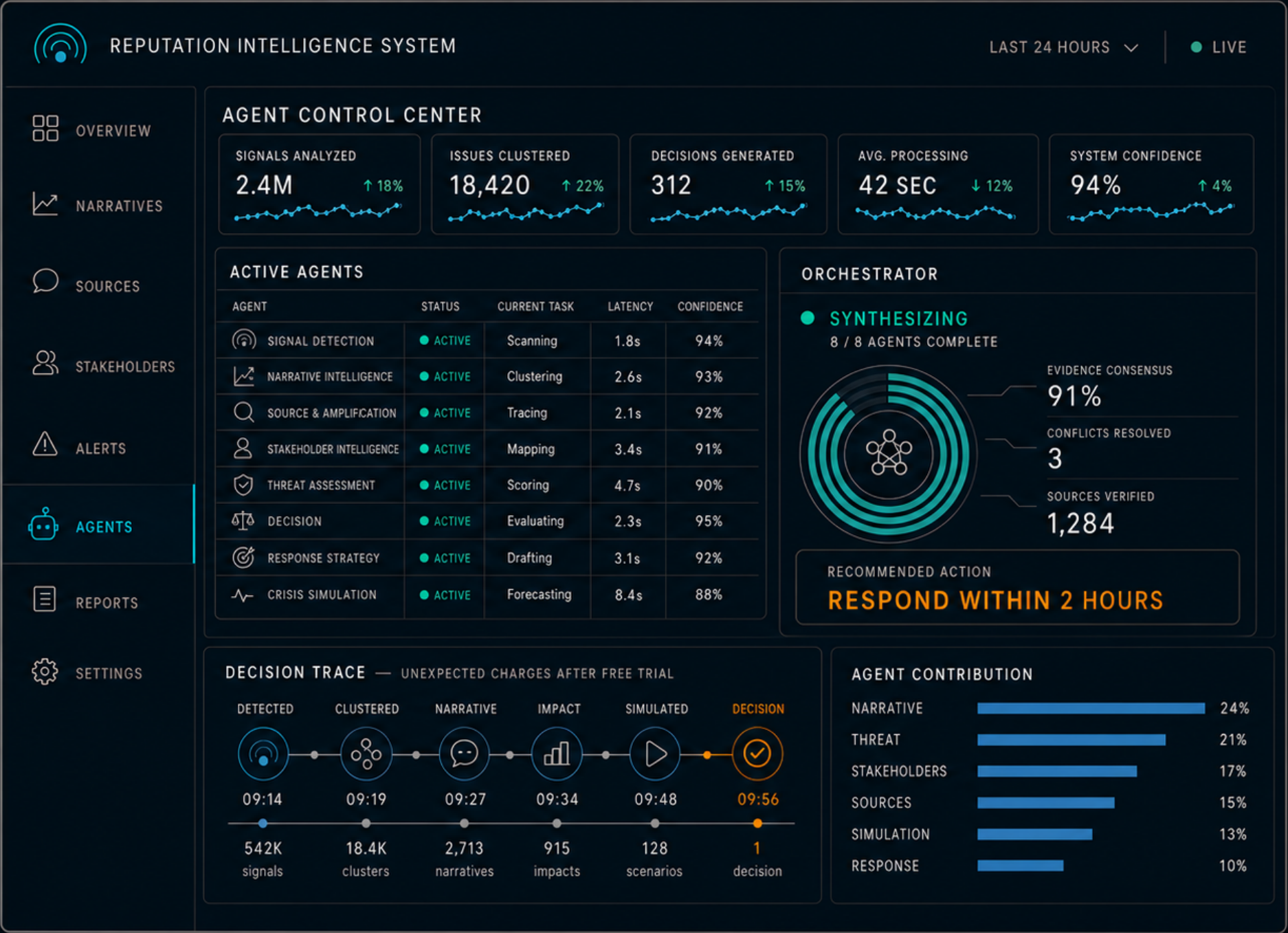
Eight specialized agents investigate every issue in parallel. An Orchestrator resolves conflicts, verifies evidence and turns their combined work into one executive recommendation.

8 SPECIALIST AGENTS

1 AI ORCHESTRATOR

42 SEC
FROM SIGNAL TO DECISION

Every conclusion remains traceable to its sources.



The system does not just explain the risk. It recommends the decision.

Every option is evaluated against evidence, urgency, stakeholder behavior and business consequence—then ranked with a clear rationale.

4 DECISION PATHS EVALUATED

94% RECOMMENDATION CONFIDENCE

2 HOURS

OPTIMAL RESPONSE WINDOW

AI recommends. Leadership decides.



REPUTATION INTELLIGENCE SYSTEM

LIVE DECISION

UPDATED 2 MIN AGO

OVERVIEW

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SETTINGS

DECISION CENTER — UNEXPECTED CHARGES AFTER FREE TRIAL

THREAT LEVEL

HIGH

STAKEHOLDER RISK

82 / 100

REVENUE EXPOSURE

\$1.2M

MEDIA PROBABILITY

74%

DECISION WINDOW

2 HOURS

DECISION OPTIONS

	RISK REDUCTION	SPEED	COST	REVERSIBILITY	
RESPOND 91 / 100 RECOMMENDED	91%	92%	89%	68%	92%
ESCALATE 72 / 100 CONDITIONAL	72%	76%	63%	45%	78%
MONITOR 54 / 100 INSUFFICIENT	54%	48%	72%	82%	36%
IGNORE 8 / 100 HIGH RISK	8%	5%	12%	90%	5%

WHY RESPOND

Narrative velocity

+186%

Customer expssure

82 / 100

Creator pickup confirmed

Mainstream probability

74%

Early action can contain the issue before deliberate deception becomes the dominant frame.

COST OF INACTION — NEXT 72H

REPUTATION RISK

RESPOND NOW

NO RESPONSE

72

72

48

94

+\$640K

CHURN EXPOSURE

2.3x

MEDIA REACH

RECOMMENDED ACTION PLAN

1

0-30 MIN

Approve message & owner

READY

2

30-90 MIN

Contact affected customers

PENDING APPROVAL

3

WITHIN 2H

Publish clarification

QUEUED

HUMAN APPROVAL

RECOMMENDATION

RESPOND

OWNER: EXECUTIVE COMMUNICATIONS

APPROVAL REQUIRED

CONFIDENCE

94%

APPROVE

REQUEST REVISION

Do not guess how the crisis will evolve. Simulate it.

AI tests alternative responses before the company acts—forecasting reputation, churn, reach and cost across multiple futures.

3 SCENARIOS SIMULATED

46 PTS

RISK REDUCTION

\$740K

ESTIMATED LOSS AVOIDED

Choose the response with the best future—not the best wording.

REPUTATION INTELLIGENCE SYSTEM

SIMULATION LIVE

MODEL UPDATED 1 MIN AGO

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CRISIS SIMULATION — UNEXPECTED CHARGES AFTER FREE TRIAL

CURRENT RISK
72 / 100
▲ +12

BEST OUTCOME
26 / 100
▼ -46

LOSS AVOIDED
\$740K
▲ +\$740K

CHURN REDUCTION
-41%
▼ -41%

MODEL CONFIDENCE
91%
▲ +5%

SCENARIO FORECAST

NO RESPONSEPUBLIC CLARIFICATIONPROACTIVE REMEDIATION

72728668553826

946154

91

NOW+24H+72H+7D

CREATOR PICKUPMEDIA PICKUPCUSTOMER OUTREACH

SCENARIO COMPARISON

SCENARIO	RISK +72H	CHURN	REACH	COST	OUTCOME
NO RESPONSE	94	+22%	8.7M	\$1.9M	CRITICAL
PUBLIC CLARIFICATION	61	+9%	4.1M	\$880K	CONTAINED
PROACTIVE REMEDIATION	38	-6%	2.3M	RECOVERY	RECOMMENDED

RECOMMENDED RESPONSE

OBJECTIVE
Restore control and correct the renewal experience.

AUDIENCE
Affected trial users first

OWNER
Customer Experience + Communications

CHANNELS
Email · In-app · Help Center · Social

tone
Direct · Accountable · Specific

EXECUTION PLAN

10-30 MINApprove

230-90 MINContact customers

3WITHIN 2HPublish clarification

4WITHIN 24HReport remediation

READY

QUEUED

QUEUED

PLANNED

EXPECTED RESULT

RISK72 → 26

CHURN-41%

LOSS AVOIDED\$740K

RECOVERY SIGNAL36H

CONFIDENCE91%

72553826

NOW+24H+72H+7D

SEND FOR APPROVAL

The value of reputation intelligence is measured before the crisis happens.

Earlier detection creates more options. Faster decisions reduce exposure. Better responses protect customers, revenue and executive time.

14 HOURS
EARLIER DETECTION

97%
FASTER SIGNAL-TO-DECISION

\$740K
MODELED LOSS AVOIDED

Illustrative impact modeled from the current incident.



OVERVIEW



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VALUE REPORT — UNEXPECTED CHARGES AFTER FREE TRIAL

ILLUSTRATIVE MODEL

DETECTION LEAD TIME

14H EARLIER

vs. without system: baseline

SIGNAL TO DECISION

42 SEC

vs. without system: 24H

CHURN REDUCTION

-41%

vs. without system: baseline

REACH REDUCTION

-74%

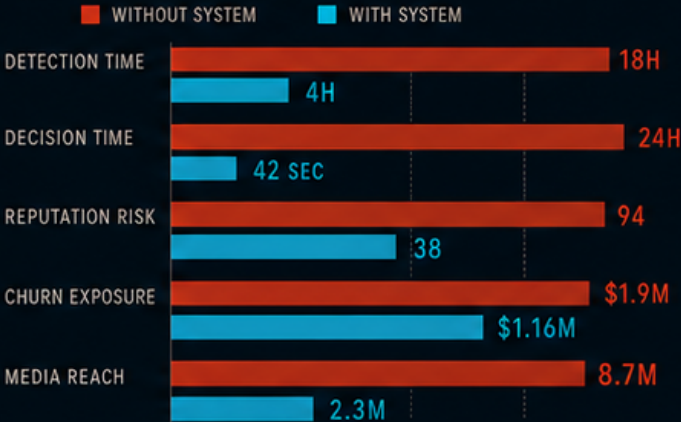
vs. without system: baseline

LOSS AVOIDED

\$740K

vs. without system: \$0

WITHOUT vs WITH REPUTATION INTELLIGENCE



VALUE CREATED



EXECUTIVE TIME SAVED



OPERATING IMPACT



DECISION QUALITY

SPEED 96
EVIDENCE 92
CONSISTENCY 89
TRACEABILITY 94
CONFIDENCE 91



MODELED ANNUAL VALUE

\$4.8M
ANNUAL VALUE PROTECTED
11.4x
VALUE-TO-COST
5 WEEKS
MODELED PAYBACK
ILLUSTRATIVE

Assumes 6 comparable issues per year.



REPUTATION INTELLIGENCE SYSTEM

See it forming.
Understand what it means.
Decide before it spreads.



DETECT EARLIER

UNDERSTAND DEEPER

DECIDE FASTER

See the crisis before it becomes a crisis.

