



NEWS HIGHLIGHTS

Quikr ties up with Rocking Deals for offline service

M-wallet transactions rise after a 5-month gap in March

Digital payment firms find their golden goose in festival sales

Reliance will change the way you buy things; digitize 5 million kirana shops by 2023

Today's View

Online Reputation Management

As per **Edelman Insights**, two out of three people see the Internet as the most reliable source of information about a person or a business. Hence, it becomes pertinent, especially for businesses to manage their reputation on digital platforms.

Considering the fact that 80% of reputation damage comes from a mismatch between the buzz and the reality, as per **Digimind** research, numerous companies have started looking at dedicated solutions for Online Reputation Management (ORM).

It is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity, especially on the Internet. It helps drive public opinion about a business and its products and services.

One of the most widely used, **Google My Business** is a service that allows a business to register itself for display in local searches using Google. Though it provides only basic features, it remains a significant tool considering Google being the most widely used search engine in most of the geographies.

Similarly, **Yelp** is a crowd-sourced local business review and social networking site, which is powered by both a website and mobile app. Apart from listing

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Salesforce eyes financial services market using AI, machine learning

Salesforce is betting big on the financial services sector in India with artificial intelligence (AI) and machine learning (ML). The San Francisco-based customer-management software maker is setting up a vertical to tap the country's financial services market.



Source – Business Standard

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Date – 13th May 19

services, it also provides training for small businesses in how to respond to reviews, as well as how to work with social events if and when required.

Apart from these basic tools, some of the more advanced ORM tools have also been developed. **Awario** is a social listening tool which tracks the brand's mentions across the major social networks and the web in real-time, allowing the brands to respond to them right from the app. The platform also provides sentiment graph in the dashboard with a tool to spot copyright infringements.

While **Reputology** monitors industry-specific review sites, be it real estate, hospitality, or healthcare. It works particularly well for multi-location businesses that want to keep reviews of each of their locations in one place, with an ability to drill down on why certain locations are not doing as well as others, and measure the brand's overall reputation across locations.

Similarly, **Brandwatch** provides enterprise-level features like image recognition, trending topics and API access. The tool offers a demographic analysis of the people who're talking about the brand, including gender, interests, occupation, and location. It also provides data visualisation tool providing combined insights from Google Analytics, Buzzsumo, and Hootsuite for a holistic analysis.

With technology offering advanced tools to build, manage and analyse the reputation of organisations, we believe that ORM tools have an immense potential for organisations to provide better and more relevant experience to their customers.

Today's News

Digital payment firms find their golden goose in festival sales

Digital payment firms are seeing increased sales during festivals like Akshaya Tritiya backed by attractive offers. Bengaluru-based PhonePe said that it saw a six times jump in value of gold purchases last week because of Akshaya Tritiya. "In 2018 alone, we have sold roughly 600 kg of gold on PhonePe. This year on Akshaya Tritiya, we saw a spike in overall sales by six fold in value against normal days. Deliveries as usual on auspicious occasions have seen a massive upswing," said a PhonePe spokesperson.

Source – *The Economic Times*

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AI in mining boosts utilisation, checks mishaps

New Delhi, Autonomous dump trucks, tele-operated equipment and other artificial intelligence (AI) solutions for mining will help countries like India avoid fatal open-cast mine accidents, Finnish-Russian digital solutions provider Zyfra said on Friday. Citing a report by its subsidiary VIST Group, which is developing robotised mining technology for open pits, Zyfra said that the use of digital technologies in open pit mining also helps increase the utilisation of drilling rigs, haul trucks and excavators by 35 per cent a year.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of G Balakrishna and Manish Kulkarni

Quikr ties up with Rocking Deals for offline service

Online classifieds marketplace Quikr announced a partnership with Rocking Deals for offering offline services to its customers. As per the tie-up, Quikr will sell its products at the Rocking Deals' retail store at Mathura Road in Delhi-NCR. Rocking Deals plans to open two to three more such stores in the country.

"This will be Quikr's first 'experience zone' in a metro which will offer customers a touch-and-feel experience for Quikr Assured products in Rocking Deals retail store at Mathura Road in Delhi-NCR." As a part of the tie-up, Quikr will initially offer Quikr Assured refurbished products in two categories including furniture and large appliances," a joint-statement by Quikr and Rocking Deals said.

Source – *Mint*

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M-wallet transactions rise after a 5-month gap in March: RBI data

Mobile wallet-based transactions witnessed an increase for the first time in five months, clocking transactions worth Rs. 15,990 crore in March, an increase of 12% from the preceding month, Reserve Bank of India (RBI) data shows.

There were 384.89 million transactions in March as compared with 345.03 million in February worth Rs. 14,279 crore. The growth can be attributed to the year-end phenomenon when monetary transactions usually increase.

Source – *Mint*

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Reliance will change the way you buy things; digitise 5 million kirana shops by 2023: Report

Richest Indian Mukesh Ambani-led Reliance Industries' entry into online retailing will help expand the current 15,000 digitised retail stores to over 5 million by 2023, a study of Bank of America Merrill Lynch said. As much as 90% of India's \$700 billion retail market is unorganised, made up mostly of neighbourhood kirana stores selling groceries and other sundries. These kirana stores are keen to upgrade their tech and this is driving a wave of modernization, the study said.

"This is on the back of growing competition from modern trade and e-commerce," it said. "GST implementation has also acted as a catalyst, creating further modernization pressure as GST compliant bills have to be generated." Reliance, with a deep footprint in over 10,000 Reliance Retail outlets pan-India, is working to create the world's largest online-to-offline e-commerce platform in the country. Reliance is looking at installing its Jio MPOS (mobile point-of-sale) device at kirana stores to connect neighbourhood suppliers to its high-speed 4G network that can be used by its customers to order supplies.

Source – Mint

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69% Indian firms face serious cyber-attack risk: Study

While 69 per cent Indian and 63% Australian companies are most at risk of cyber-attack, 35 per cent of organisations in the region suffered at least one cyber security incident in the last 12 months, says a sector study. According to a recent study by leading IT analyst firm Frost & Sullivan, findings of which were released on May 9 here by Force point, a leader in global cyber security, around 83 per cent of organisations in the Asia Pacific region do not think about cyber security while embarking on digital transformation projects.

Although a majority of the organisations (72%) conduct regular breach assessment to protect themselves against cyber-attacks, still 55% of them continue to be at risk. "It's clear from this study that many APAC organisations are on the back foot when it comes to enterprise cyber security in the borderless organisation," said Kenny Yeo, Industry Principal, APAC ICT, Frost & Sullivan.

Source – The Economic Times

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NetApp brings new mid-range storage system

Hybrid cloud data services firm NetApp has announced NetApp ONTAP 9.6, a new midrange, end-to-end NVMe AFF A320 storage system and new services for businesses. According to the company, the cloud-connected flash solutions, coupled with Data Fabric strategy, provide operational efficiency and protection needed to support innovation, add performance and power technologies such as artificial intelligence or 5G networks. With NetApp solutions, this Data Fabric can deliver applications that engage users and can provide analytics that turns insights into a competitive advantage.

Source – The Economic times

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Third-party apps make hay as Indians take to video apps

The popularity of Instagram, TikTok, Snapchat and WhatsApp has resulted in a rapidly-growing ecosystem of third party applications that can be used to create funny, quirky and potentially viral content for these social media and messaging platforms.

"Bigger platforms like Instagram tend to put more visuals like photos and videos. This creates a requirement for bios, captions and hashtags. So, we are able to leverage the strength of social media and use that to create a platform," said Anurag Kumar, head of TNine Infotech that created CaptionPlus, which has over 500,000 downloads.

Source – The Economic Times

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Luxury car rental start-up HYPE in talks to raise \$25-30 million

Bengaluru-based luxury car rental start-up HYPE Technologies is in early talks to raise \$25-30 million in a Series-A round of funding, from venture capitalists and car makers including BMW Group India and Mercedes India, according to a top company executive. HYPE is also in talks with private equity investors and finance management companies, the company's chief executive Raghav Belavadi said.

Belavadi said that HYPE will use the inbound funds to finance purchase of vehicle assets. The start-up's rental fleet offers high-end luxury vehicles such as BMW, Audi, Mercedes, and Maserati.

Source – Mint

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