

How Amadeus uses Signal to gauge stakeholder and customer reaction and inform its overall business strategy

Daniel Batchelor is the Global Head of Corporate Communications at Amadeus, a leading travel technology company. We spoke to Daniel about his experiences working with Signal.

The challenge

With a corporate communications team based in multiple continents and business operations in over 190 countries, Amadeus needed a global and scalable solution to track press coverage, brand perception and monitor reputation. Daniel had become frustrated with his previous media monitoring tools and services which didn't enable his team to work as efficiently as possible. Being a company that develops market-leading technology solutions, Amadeus was keen to use software with advanced features and functionality for their media monitoring activities.

"To inform our overall business strategy, we needed a solution to benchmark, sense check and understand how stakeholders and customers are reacting globally to the brand and its products." – Daniel

The solution

It was a partner at a global advisory firm and an existing client of Signal who recommended Daniel take a look at the Signal platform. Amadeus took a free trial of Signal and could quickly see how useful it would be for tracking industry topics, events and clients as well as their own brand and spokespeople. The real-time email alerts and mobile app notifications helped the communications team stay on top of relevant breaking news wherever it was happening. Daniel found the onboarding process to be quick and easy and the Signal team to be knowledgeable and efficient.

"The real-time notifications were a bit of a game-changer for us." – Daniel

The results

Daniel can share insights with stakeholders directly from the Signal platform to show the value of the work his team are doing. The email alerts and mobile push notifications send news coverage, potential issues and opportunities to the relevant people streamlining the workflow within a team that works across multiple locations. The algorithms that Signal has developed enable content covering topics of high importance to Amadeus to be flagged and reported in real-time. The team can quickly and visually compare share of voice, reach and prominence across competitors for key topics and messages.

"We can look at the quantity and quality of our coverage across various topics and visibly compare that with our competitors." – Daniel

amadeus About Amadeus IT Group

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs around 15,000 people worldwide and does business in more than 190 countries. The company has central sites in Spain (corporate headquarters), France (development) and Germany (operations), and offices in 70 countries around the world.

The group operates a transaction-based business model.

Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

To find out more about Amadeus please visit www.amadeus.com, and www.amadeus.com/blog for more on the travel industry.



About Daniel Batchelor

[Daniel Batchelor](#) is the Global Head of Corporate Communications and has been with Amadeus for over eight years. Daniel has almost 20 years' experience in public relations and is a trained journalist. With experience working client and agency-side across many sectors, Daniel is a regular speaker at industry events.