

# Försäkringskassan

(National Agency for Social Insurance)



## Company Profile

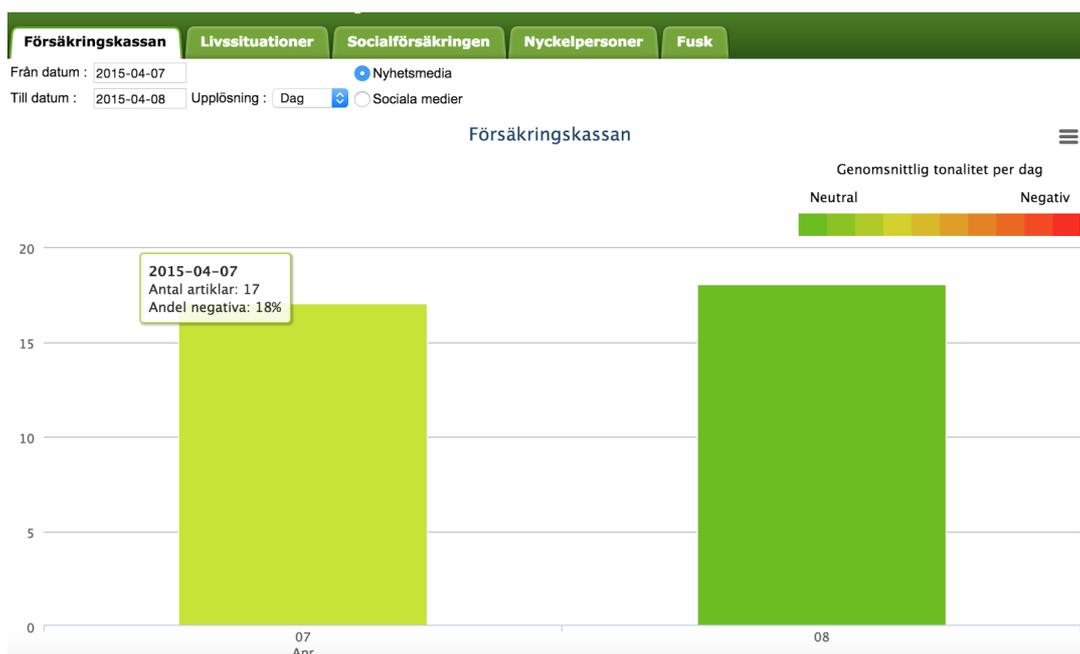
Försäkringskassan is the Swedish government agency responsible for the administration of social insurance in Sweden, including unemployment benefits, pensions, immigrant support, parental benefits, etc. Försäkringskassan has about 13,000 employees, and annual funding of 200 billion SEK (~21b EUR) covering the costs of 7.7 million insurance holders.

## Defining the Problem

Since much of Försäkringskassan's work is geared towards various underprivileged groups, any administrative decision that could be deemed unfair quickly gains traction within news and social media. The spread of information as well as misinformation is happening faster for each year, and therefore it is important for Försäkringskassan to be able to react quickly with relevant information. Furthermore, they need to have a clear plan for how to quantify the success of different public relations strategies.

## Implementing a Solution

These requirements place great demands on their choice of monitoring tool. Actively monitoring all national news sites as well as keeping track of a high number of forums, blogs, and Twitter discussions while delivering the results of the analysis within a very short time-span is a challenge in its own right.



Gavagai's Monitor API in Försäkringskassan's competitive analysis application.

Using Gavagai Monitor, Gavagai's web application for social media monitoring, we set up a number of configurations to monitor different aspects of Försäkringskassan's web presence, from a high level view of everything said about them, to highly specific aspects of different services, key personnel within the organization, or events such as cheating. This data is later used to feed their competitive intelligence analysis application using our Monitor API. Each configuration has been set up with our early warning system, sending out emails to key people as soon as something significant happens within one of the configurations.

Försäkringskassan is especially interested in monitoring the amount of negative versus neutral news about itself (negative news and posts are generally of more interest than positive, since they may indicate issues that need quick resolving or that spread misinformation). Gavagai Monitor is using a highly competitive algorithm for detecting the sentiment of documents in near real time, making this task especially easy and straight-forward. Data can also be exported into external files which is a requirement for creating their trimonthly reports.

### **Separating Data According to Source**

We also defined several types of sources for feeding incoming text data to the targets in order to separate news media from social media; by doing this Försäkringskassan is able to compare results between the two. When exporting the data of a time series to external file, data is separated further, into even finer categories, such as "forum", "Twitter", "Facebook", and so on.

# unitedminds

## **Amanda Wennberg, United Minds**

*Consultant and Project Manager*

Gavagai's partner United Minds is a marketing analytics company with Försäkringskassan as their client. The

work with Gavagai has mostly been through the project managers at this firm.



### **Questions and Answers with Amanda Wennberg**

**Amanda, how would you describe your experience with using Gavagai Monitor for monitoring the client's web presence?**

Creating and configuring a client profile is easy and intuitive. Gavagai Monitor's target editor suggests related terms as you configure targets which makes the job a lot easier than in other tools. In terms of the actual monitoring, we have used a third-party custom integration of Gavagai's APIs in Försäkringskassan's own dashboard.

**What was it like working closely with Gavagai?**

Really easy. The Gavagai team is pragmatic and always strives for achieving solutions that fit our needs.

**Would you recommend Gavagai's services to others?**

Yes. Their offering is unique and if you want a high quality tool you should turn to Gavagai.