



**Astrum is utilising AI for real-time sentiment analysis, content monitoring: Ashwani Singla**

**Gurugram, 27<sup>th</sup> February 2024** - In the last 10 years, PR has taken a different dimension, especially after the entry of social media and the rapid shift to digital during the pandemic period. At the same time, the industry has been facing stiff challenges; moreover, client expectations have also increased, with more emphasis being given to digital and online reputation management. The industry has undergone a radical shift and the current times have pushed the industry to change gears.

In an exclusive interview with [Ashwani Singla](#), **Founding Managing Partner of Astrum** speaks in length about the strategic alliance between Astrum and NGage, how the emerging technologies are revolutionizing the field of PR and corporate communication, trends observed in the communication PR industry and more.



**Q: Can you elaborate on how this strategic alliance between Astrum and NGage will specifically benefit clients in India and Sri Lanka, particularly in navigating the evolving landscape of reputation, risks, and regulations?**

A: The strategic alliance between Astrum and NGage will benefit clients in India and Sri Lanka by providing them with comprehensive solutions to navigate the evolving landscape of reputation, risks, and regulations. This alliance leverages research-based, multidisciplinary strategic communication solutions to deliver outcomes that matter to clients amidst changing communication dynamics.

**Q: How do you envision leveraging research-based, multidisciplinary, strategic communication solutions to deliver outcomes that matter to clients specifically, especially amidst the changing dynamics of communication?**

A: Astrum envisions leveraging research-based, multidisciplinary strategic communication solutions to deliver outcomes that matter to clients amidst changing communication dynamics.



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This involves integrating emerging technologies such as AI into the service communication landscape to provide innovative solutions tailored to client needs.

**Q: What emerging technologies hold the most promise for revolutionizing the field of PR and corporate communication? How is Astrum preparing to integrate these technologies into a service communication landscape?**

A: Emerging technologies such as AI hold promise for revolutionizing the field of PR and corporate communication. Astrum is preparing to integrate these technologies into its service communication landscape by leveraging AI for text-to-video, word-to-video, and other innovative solutions.

**Q: How do you see advancement in artificial intelligence and data analytics shaping the future of media monitoring and analysis? And how is Astrum adapting to these changes?**

A: Advancements in artificial intelligence and data analytics are shaping the future of media monitoring and analysis. Astrum is adapting to these changes by utilizing AI for real-time sentiment analysis, content monitoring, and targeted engagement strategies.

**Q: As the founder and managing partner of Astrum, how do you view the role of traditional media evolving alongside digital channels? What strategies do you employ to ensure that your clients maintain a strong presence across both platforms?**

A: Traditional media will continue to coexist alongside digital channels, playing a role in opinion formation and credibility. Astrum employs strategies to maintain a strong presence across both platforms by leveraging traditional media for views propagation and digital channels for targeted engagement.

**Q: Any trends in the communication PR industry that you are seeing and that you want us to kind of write about?**

A: In the communication PR industry, trends include the increasing importance of data science and social science integration, the rise of risk management in the face of technological advancements and ESG considerations, and the need for collaboration and partnerships to address client needs effectively.

**Q: If the great reputation reboot is happening, how do you understand the change that is occurring in this rebooting, given all the complex influences on people's thinking and decision-making?**

A: The great reputation reboot signifies a fundamental shift in the reputation economy, where traditional norms are being challenged by evolving societal dynamics. In this rebooting process, a deep understanding of human behavior, contextual environments, and dynamic changes is crucial to create effective communication strategies. Without this understanding, organizations risk being ill-equipped to navigate the complexities of the evolving landscape and may struggle to maintain or rebuild their reputations.



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**Q: How does Astrum plan to address the need for a deeper understanding of human behavior and contextual environments in the midst of the reputation reboot?**

A: Astrum recognizes the importance of science-based insights and multidisciplinary approaches to navigate the reputation reboot effectively. By integrating emerging technologies like AI and data analytics, Astrum aims to provide clients with comprehensive solutions tailored to their specific needs amidst the changing dynamics. Additionally, Astrum's strategic alliance with Action and NGage enhances its capability to deliver outcomes that matter to clients in India and Sri Lanka, leveraging research-based strategies and collaborative efforts.

**Q: What strategic strengths does the partnership between Astrum, Action, and NGage bring to the table?**

A: The partnership between Astrum, Action, and NGage is founded on cultural alignment and a shared vision of ethical, legitimate business practices. Both Astrum and its partners recognize the importance of holistic communication and conducting business in compliance with the laws of the land. This alignment of values and expertise enables the partnership to offer clients a diverse range of skill sets, including creative talent and integrated marketing communication capabilities, to address their needs effectively.

**Q: Can you share a case study where technology played a pivotal role in either enhancing or challenging a client's reputation, and how your team navigated the situation?**

A: While specific client details are confidential, Astrum has worked with a unicorn technology company facing a cybersecurity breach. By deploying digital overwatch, Astrum was able to respond as the first line of defense, protecting the client's system and initiating steps to secure it further. Additionally, Astrum provided communication support to effectively engage with employees, partners, customers, and regulators during the incident, ensuring transparency and compliance with regulatory requirements.

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