NATIONAL TRADING STANDARDS

Intelligence Team
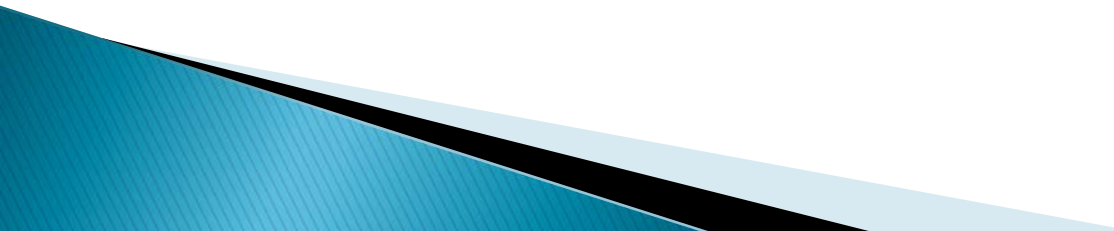
Protecting Consumers
Safeguarding Businesses

Electrical Product Safety Conference

Data

Information

Intelligence

Be Intelligence Led

not

Data Driven

Source Assets:

- First define your purpose

- Then build your data / information / intelligence source "toolbox"

- The toolbox is likely to have common features but also organisation / objective specific elements

- Always look to identify gaps (intelligence) – then fill the gaps

Closed vs Open Source

Closed

- Consumer/Business Complaint Data
- Intelligence Database
- Entry data
- Partner Agency Data
- Profile: current + previous
- **Website Analytics (Internal)**
- Ebay/PayPal Data
- Human Intelligence
- RAPEX
- ICSMS

Open

- RAPEX
- ICSMS
- Google
- CPSC
- News Channels
- **Consumer Peer to Peer Forum**
- Website Analytics (External) – For M2C
- Social Media
- Dark Web?
- Company Information

The move from closed to open?

"When I took office, only high energy physicists had ever heard of what is called the World Wide Web, now even my cat has it's own pages."

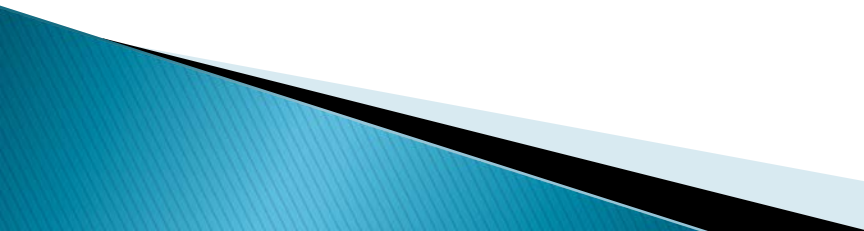Bill Clinton, ex American President

Fill the gaps – Open the mind to data…

Methods of finding Consumer Harm

- Big Data (the 4 Vs) and Machine Learning techniques
- Data Visualisation
- Understand the problem then monitor the variables – what factors allow a problem to exist then track them
- Focus on the enabling factors of the problem (target the weak link)
- Utilise Consumer Peer to Peer Review Forums as a dataset – traditional vs new reporting methods
- Increase use of your organisation's website analytical software (Search Terms - the closest you can get to consumers?)
- Keep up with tech and research how to exploit it

ANY QUESTIONS?

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