

## CASE STUDY

**A public-affairs advisory wanted to turn its most valuable — and most manual — service into a product it could resell. Active Digital (ACTXV) built RepAI: a multi-tenant platform that ingests global media through the Onclusive API, scores the sentiment and risk of every story with AI, and drafts a recommended response — all on Softr and Airtable. A hands-on advisory service became a scalable, recurring-revenue product.**

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platform, many client  
workspaces

multi-tenant — onboard and run each  
client

AI

on every story

sentiment scored, risk flagged,  
response drafted

24/7

global media, monitored

cross-platform coverage via the  
Onclusive API

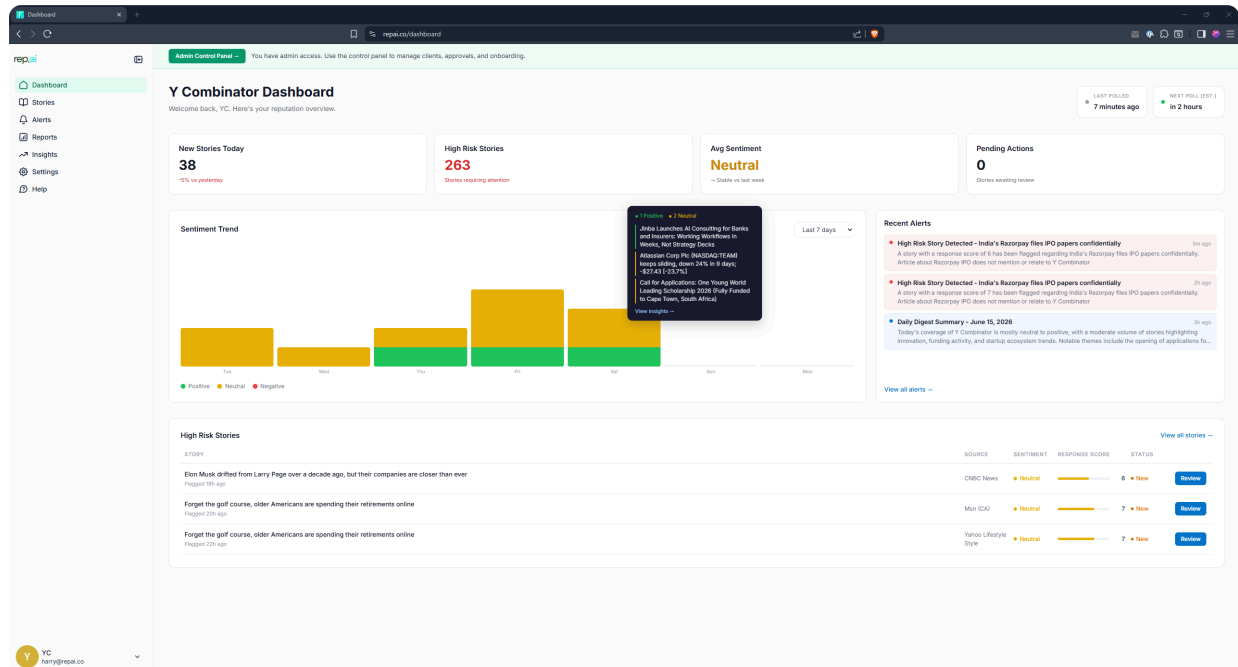
“It’s looking great — really good progress.”

— HARRY BURNS, REPAI

Featured with the client’s approval

## THE CHALLENGE

Reputation management is reactive and manual: comms teams drown in coverage, struggle to spot the genuinely damaging stories fast enough, and spend hours drafting responses — and none of it scales across a roster of clients. The advisory wanted to productise the service: one system that ingests global media, separates signal from noise, flags what's high-risk in real time, and gives every client their own live view — so the firm could serve more clients, faster, at a premium.



Reputation dashboard — sentiment, risk and alerts (demo data)

## OUR APPROACH

### Global Media Ingestion

An integration with the Onclusive media-intelligence API pulls comprehensive, cross-platform global coverage into the platform automatically.

### AI Sentiment & Risk Scoring

Every story is scored for sentiment and reputational risk, with high-risk items flagged the moment they surface — turning a flood of coverage into a triaged, prioritised feed.

### AI-Drafted Responses

For each story the platform generates a recommended response the team can copy, edit or send — collapsing hours of drafting into a starting point that's already written.

### A Multi-Tenant Product

An admin control panel onboards and manages many client workspaces; each client gets a live dashboard, real-time high-risk alerts, scored daily digests, and reports — the service, packaged as software the firm resells.

## OUTCOME

The firm's most manual service is now a product. Coverage flows in, AI triages and scores it, the riskiest stories surface instantly, and a draft response is waiting — across many client accounts from one platform, at a premium price point. A service business gained a scalable, recurring-revenue product line.

## CONTINUED PARTNERSHIP

Delivered in phases with recorded walkthroughs at each milestone — phase one came in ahead of schedule — and now live with ongoing development. A Softr-sourced project that became a productised platform.

