Underhood creates company reputation analysis from multiple online sources. On Underhood you can create company pages automatically. No human labor is needed. All the data you see here is collected from internet searches and APIs, and run through our analysis system.

Main score
Well done, Huppariharhö. They seem to value dialog with the online audience.
- Underhood analysis

The Main score is an average of sub-scores (similarity, dialogue, and visibility). It shows the reputation of a company on a scale from 0 to 10, based on online data.

Similarity score
Excellent
Word similarity

Good
Audience tone of voice

Similarity score compares the words the company and its audience use. Similarity is a sign of a good audience relationship and gets good points. We also measure the audience tone of voice on social media.

Dialogue score
Facebook
Excellent
Response rate to audience comments 75.0%

Excellent
Avg. Audience comments per post 1.7

Moderate
Avg. likes per post 11.5

Twitter
Moderate
Avg. Company tweets per day 1.5

Excellent
Avg. shares per tweet 4.9

Dialogue score measures the quality of interaction. Devoted audience is active and modern companies reply to their fans. Good relationship with the audience can lead to financial success.
<table>
<thead>
<tr>
<th>Visibility score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>Total Facebook page likes <strong>3,360</strong></td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
</tr>
<tr>
<td>Total Twitter followers <strong>4,476</strong></td>
</tr>
<tr>
<td><strong>Bad</strong></td>
</tr>
<tr>
<td>Facebook buzz</td>
</tr>
</tbody>
</table>

Visibility score measures how well the company is known and how much buzz it creates on social media. Famous companies perform better than unknown ones.

<table>
<thead>
<tr>
<th>Overall rank #414 of 2040</th>
<th>Industry rank #2 of 106</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consulting</td>
</tr>
</tbody>
</table>
Main score
Well done, Hupparihörhö. They seem to value dialog with the online audience.
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Main score comparison
Comparing to: Accenture, CGI Suomi

[Graph showing Main score comparison over time from September 25 to October 24. The graph compares Hupparihörhö, Accenture, and CGI Suomi with their respective lines indicated by colors: yellow (Hupparihörhö), blue (Accenture), and green (CGI Suomi).]
Similarity score comparison
Comparing to: Accenture, CGI Suomi

Science behind Similarity score

Similarity score measures the word similarity of a company and its audience. It is commonly believed that companies should communicate with the same language their audience uses—that’s successful communication. So the more common words, the better the score.

We also measure the audience tone of voice by using sentiment analysis on the comments a company receives on Facebook, Twitter, and Instagram.

Sentiment analysis is typically used to determine the attitude of a writer towards a certain topic – in this case, towards a company.
6.2 Dialogue score

Facebook

**Excellent**
Response rate to audience comments 75.0%

**Excellent**
Avg. Audience comments per post 1.7

**Moderate**
Avg. likes per post 11.5

Twitter

**Moderate**
Avg. Company tweets per day 1.5

**Excellent**
Avg. shares per tweet 4.9

**Excellent**
Avg. likes per tweet 7.1

Dialogue score comparison
Comparing to: Accenture, CGI Suomi

Science behind Dialogue score

Dialogue score measures the quality of the dialog a company has with its audience.

It’s important to be active on social media, but just posting something daily isn’t enough.

Research has shown that genuine dialog with the community can create a better reputation and lead to financial success. This makes the response rate to audience comments a revealing meter: If a company posts to social media and gets replies from the audience but doesn’t bother to continue the discussion, the Dialogue score goes down.
Visibility score

Moderate
Total Facebook page likes 3,360

Moderate
Total Twitter followers 4,476

Visibility score comparison
Comparing to: Accenture, CGI Suomi

Science behind Visibility score

Visibility score measures how well known a company is.

On average, famous companies perform better than unknown ones.

Prominent visibility is a good thing, because the more prominent a company is, the more likely it is that potential customers, employees, and investors will find it.
Most popular posts
Most likes, shares and comments during the last 30 days

Twitter
September 26th 2016 on Twitter
58 likes, 34 shares
Digitalisaatio on vanha juttu. Ja siitä uutena juttuna saarnaavat konsultit taukkeja, vältän @suomenkuvalehti https://t.co/qkhdhOaAbm

Facebook
September 26th 2016 on Facebook
41 likes, 4 shares, 5 comments
Voitaisinko jo lopettaa digitalisaatioröölin ja myöntää, että suurin osa jutistoa on keksitty jo 50 vuotta sitten? /Sami

Twitter
October 4th 2016 on Twitter
0 likes, 37 shares
RT @ottomatias: Kuolla. #säästötiklikin https://t.co/cxkvnRVKVJ

This analysis was created at Underhood – see the latest stats by logging in on underhood.co