**How One Firm Mastered Early Crisis Detection**

Darren Bosik, APCO Insight senior director, discusses how the agency's data and analytics operations use social listening, predictive analytics, artificial intelligence and other tools to spot potential crises for clients and takes action to mitigate the potential fallout. "We articulate those hidden truths first internally and then externally to the client, and then come up with a plan and response to minimize the possibility of a crisis arising," Bosik says.

***PRWeek 7.7.21***

[*https://www.prweek.com/article/1721603/using-early-detection-head-off-crisis*](https://www.prweek.com/article/1721603/using-early-detection-head-off-crisis)

*Image credit:*

[*https://equimanagement.com/.image/t\_share/MTQ1MDY3NzI5OTUyMTg3NzUx/thinkstock.jpg*](https://equimanagement.com/.image/t_share/MTQ1MDY3NzI5OTUyMTg3NzUx/thinkstock.jpg)