TECHNOLOGY
ENABLEMENT:

Leveraging
Social Media at
an Enterprise
Level

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Introduction

A global hospitality company needed an enterprise-wide social media management platform to service its global social media operations.

The Challenge

The Company's customer journey was multi-faceted. They needed to listen to what customers were saying; respond when they reached out, proactively engage with their brand (their master brand and all of their location brands numbering more than 150); create and distribute content; promote posts, and analyze all the related social data. When considering who owned the customer experience, it became clear that no single individual or department within the organization held these relationships from beginning to end. The client recognized that the customer didn't see the brand as a series of departments; they considered the brands as a single, unified entity. Therefore, as the business structured itself for outside engagement, it became increasingly aware of its need to function as one in its communications, both externally and internally.

Even though the Company emphasized its customers and their experience, they could no longer consider it only as traditional customer service and standard marketing efforts. The growing digital world required that they create a memorable, shareable brand experience for their clients and customers. An experience that not only improved brand strength and integrity but also promoted positive experiences. The company realized the power the social effect has on the customer experience. They noticed that @BrandMentions of their company and associated brands were increasing each day and it was having an increasing impact on their operations and brand reputation. They anticipated that this trend would only increase in both mentions and impact.

Through experience, both positive and negative, they could see the power of listening and learning from the digital conversations taking place. And rather than merely reacting, they could be initiating interactions and opportunities. Via their current corporate tools, they witnessed this growth in social mentions. They found that conversations and issues once protected in semi-private phone calls, emails, and filed customer complaints now existed in the public view of prospective consumers, clients, and the people who influence their decisions. This meant that their brand was increasingly defined by the collective experiences of their digitally connected customers.

THE CHALLENGE: DETERMINING THE VIABILITY OF AN ENTERPRISE-WIDE SOCIAL MEDIA MANAGEMENT TOOL AT SCALE

The hospitality company was operating more than 375 social media accounts across various platforms by numerous staff resources across their global operations. This number did not include the ever-growing number of consumer review pages, sites, and channels (i.e., YELP, GooglePlus, TripAdvisor).

With hundreds of social media accounts throughout the organization there was growing demand from leadership that a plan to centrally manage these communications assets in an efficient and effective manner was necessary. It was clear the organization needed an enterprise social media management solution.

The RFP included the following requirements and goals:
- Minimize the duplication of services in customer review site management, content publication, and news curation across the portfolio of divisions, locations, and even within other corporate support departments such as corporate communications, customer service, and business development.
- Actively manage, track and report on the "voice of customer" on social platforms.
- Respond timely to social customer care issues.
- Increase use of the channels for paid and organic marketing, and communication.

In their current state, the company's social business efforts had limited governance and control over the social channels which:
1. Increased organizational liabilities.
2. Increased solution subscriptions and costs due to duplication of social management solutions in the organization.
3. Staffing inefficiencies and a lack of unified reporting and analytics at the local, corporate and global level.

Generally speaking, the current state resulted in decentralized efforts, increased costs, duplication of systems, inefficiency in staffing, and a lack of clear processes and governance.

The Company's future state vision: It's much more efficient to handle many of the needs *(governance, content, analytics, listening, campaign management, and social visualization/display)* from one unified, end-to-end platform. A complete, purpose-built, center-led platform designed to provide the organization a standardized, single, unified experience - no data importing or exporting, no switching data sources or screens, were required to fully master the social landscape and provide for their customer's journey.

> *"A social business has a deep integration of social media and social methodologies into the organization to drive business impact."*
>
> **As defined by the Altimeter Group**

OUR EXPERIENCE

The team at Tangata understands that a successful implementation of a tool, process, or technology involves much more than simply adding another system to the Company's already expansive tech stack. Tangata has a reputation for utilizing innovative ideas and a deliberate approach to technology selection, implementation, testing, and user adoption supported by project and change management.

The team has vast skills and experience using innovative ideas and has a deliberate, people-first approach to selecting solutions. Tangata's experience and expertise in working with and for a wide range of companies have given them an edge in implementing solutions that meet the clients' goals.

THE SOLUTION

After extensive discovery and the development of a cross-functional team that included representatives from all business functions and representatives of all subsidiaries, the group embarked on a nine-month Request for Proposal (RFP) process that included: An audit and an inventory of all social media accounts globally, audits of the existing technology stack in use, and the development of a detailed list of system requirements.

The RFP process included the development of real business-specific scenarios that guided the technology solution finalist in their presentations. This allowed the review team to ensure that the platforms could indeed meet the use cases detailed by the business.

THE RESULTS

The client decided on the Khoros Social Media Management Platform as the best option to suit their needs.

Upon implementation of the Khoros Social Media Management Platform, the customer realized the following benefits:

- Gained efficiencies in the shared social services model with people and platform resources.
  - Improved enterprise analytics, data management, and reporting.
  - Cost savings by eliminating redundant systems, services, and platforms.
  - Allowed for central support (training & backup).
- Engaged with one strategic partner across all social platforms and tools, including actionable listening, publishing, paid advertising, content management, customer

management, social content management, user-generated content management, and analytics for improved organic and paid targeting and campaign effectiveness.
- Gained access to a cohesive, unified engagement system across 375+ social-owned accounts and owned websites.
- Allowed teams to manage customer engagement from a straightforward interface without the complexity or additional cost of channel-specific or tactic-specific tools.
- Obtained a unified view of the customer, content, and campaigns. The selected system (Khoros) allowed for advanced profiling and customer relationship management (CRM) integrations – providing a holistic picture of customers to all customer-facing teams.
- Enabled true collaboration for social media publishing efforts, visibility, and governance across teams, agencies, and business silos.

THE ANALYTICS

Total socially integrated accounts: 531

Facebook: 171

Google My Business: 1 w/93 different locations

Instagram: 105

LinkedIn: 3

Twitter: 126

YouTube: 33

Email: 1 webinfo account for corporate communications

89 workflows managed by a series of Twitter Listening rules

Total Custom Conversation Tags: 285 - of that, 265 of them have workflow tagging/ automation rules supporting them.

First Quarter Report – Social Marketing
Total System Users = 100
Total Social Marketing Posts generated via the system in the first quarter the system was in use: 5,278

Top Channels
Facebook = 2,465
Instagram = 858

Analytics for the first year:
Total Followers for all social media accounts: 104.14K

Contact us today to learn more about how the team at Tangata can assist you in sourcing and managing your technology needs as it relates to your social strategy.