

Building brand loyalty by providing excellent social customer care



C3i Solutions, an HCL Technologies company, was able to drive efficiency and control the client's costs while maintaining a high level of quality and ultimately increasing consumer engagement.



The Challenge

A leading CPG company engaged with C3i Solutions, an HCL Technologies company, to remedy inconsistent consumer service experience for two of its divisions, which was caused by siloed ownership of branded social media properties by groups which had no consumer service experience. This led to inconsistent social media engagement and a fragmented social media strategy as a whole. The client was seeking the right social media monitoring tools and processes that were custom designed to resolve individual consumer service issues through social media, in addition to detecting overall consumer sentiment.



The Solution

In order to gain full insight into the existing customer service problems, the social media team of C3i Solutions performed a deep analysis into each brand's voice and products in order to refine expectations and develop an actionable plan for enhanced social media engagement. C3i Solutions also partnered with the brand teams and their marketing agencies to provide a consistent social media strategy across all agencies, which was a key factor for success.

C3i provided engagement, monitoring, reporting, and analytics for each brand through a seven-step implementation process-objectives meeting, technology development, workflow applications, reporting, refinement meeting, operations integration, and training for a holistic social media strategy.

C3i Solutions implemented social media monitoring in English and Spanish, and expanded search capabilities to provide a broader sweep of the larger social media space that is unrelated to the product branded sites. The social media

team identified engagement opportunities and utilized C3i Solutions', proprietary tagging and coding process to apply additional metadata to posts.

The social media team effectively combined social media monitoring tools with internal processes and case tracking to meet and fully resolve individual consumer needs and, by extension, meet the client's business objectives. As part of its robust reporting system, C3i Solutions, provided bi-weekly actionable reporting and a complete gap analysis for the client, detailing the results and offered recommendations on any appropriate improvements in order to meet business needs.



The Results

Through proven and effective tactics, customized programs and the use of its proprietary Social InterXions solution, C3i Solutions, was able to drive efficiency and control the client's costs while maintaining a high level of quality and ultimately increasing consumer engagement.

From 2011 to 2014, social media engagement jumped from 580 to 1,190 consumers per month.

C3i Solutions widened the monitoring scope and absorbed increasing volume while maintaining focus on product related conversations to enhance brand loyalty.

Because of the trust built with the client, the social media team of C3i Solutions, was able to provide recommendations in relation to policies and procedures for effective social media engagement and reporting and expanded services to include social media support.

Let us know if this is something we can do for you!

For more details, please contact CS_Marketing@hcl.com



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