



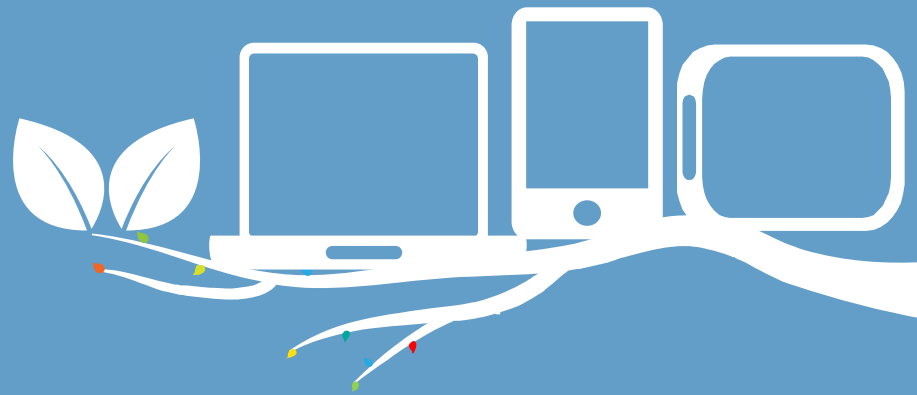
INTELLIGENCE™ – Strategic Social Media Listening

London, UK, webinar 12sep2012

Welcome and logistics

- Two ways of accessing the audio (headphones output from computer or call dial-in)
- Please submit your questions online using the “Question tab”
- We will provide answers either interactively or at the end of the session

Feel free to email us at anytime at “reputation@ipsos-mori.com”



Agenda

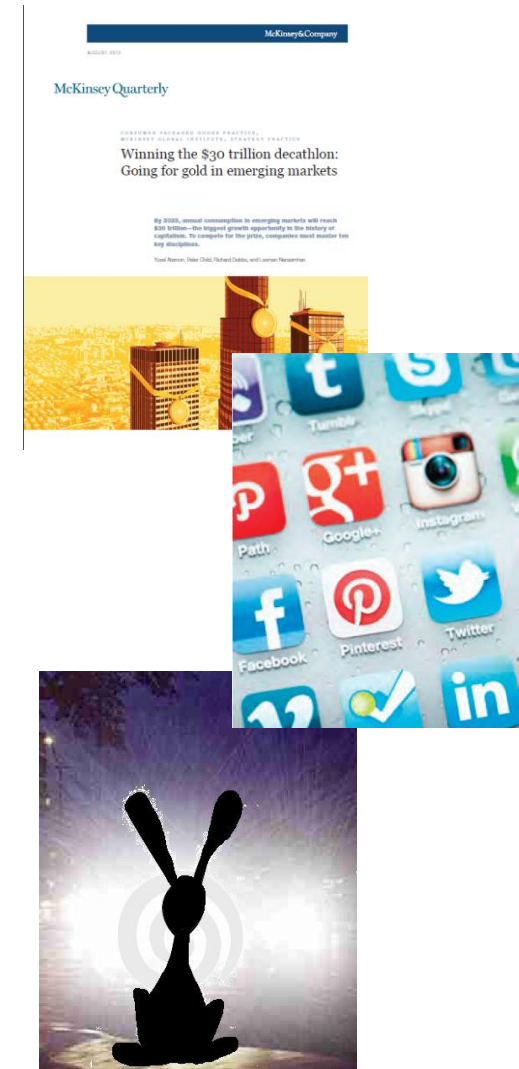
- Introduction (Sergei Mendoza)
- In the eye of the perfect storm – Santander (Eoghan O'Neill)
- Insights on the links between social media, brand and reputation – J&J (Sergei Mendoza)
- The European consumers have spoken – EU Industry Association (Mei Lock)

Introduction to Ipsos Reputation Centre and INTELLIGENCE™



Why is this relevant to you?

- Explosive growth among consumers in emerging economies
- The majority of those consumers are social media savvy
- You can decide to be the rabbit or the roadkill



Ipsos, world's largest independent research company

Global independent company founded in 1975 with focus on opinions, desires, attitudes and behaviours of individuals

Our values: Integrity, Leadership, Entrepreneurial spirit, Accountability, Client commitment and Partnership

We enable our clients to understand their markets, their customers and a changing world



“Welcome to Ipsos”

Jean-Marc Lech

Didier Truchot

Ipsos today

- 3rd largest market research group in the world
- Publicly traded on **Paris Stock Exchange**
- 5,000+ clients worldwide
- Direct presence in **84 countries**
- Research programs in **100+ countries**
- 16,000 full-time employees
- 70+ million interviews per year



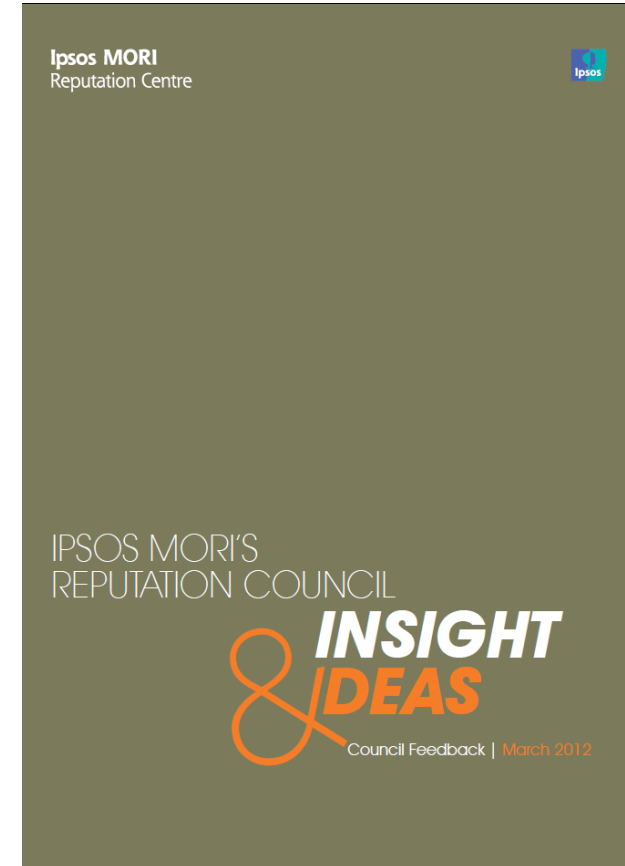
Expertise and insights that cover your needs

By organising our business around five specialisms we have subject experts, benchmarking databases and in-depth insights on sectors

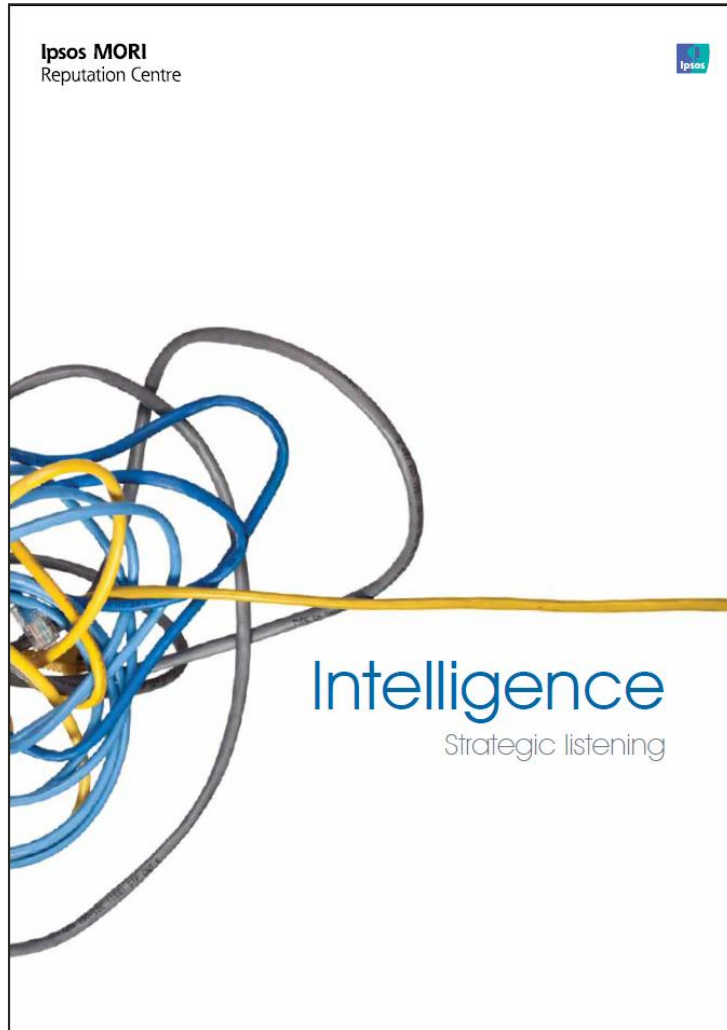


Ipsos MORI Reputation Centre

- Ipsos' Reputation research and strategic insights are used by 100+ clients
- Ipsos' Reputation Council includes 100+ Directors of Communications of world's leading companies
- Ipsos monitors 20+ industries among consumers from 24 countries and conducts bespoke client projects among key influencers: B2B customers/prospects, politicians, journalists, NGOs and academics
- ISO9001:2008, ISO20252:2006, ISO27001:2005



Our entrepreneurial inroads into innovative research



SOCIAL SPACES



Bringing people together through a proprietary platform that fosters collaboration and engagement to cultivate deeper insights



SOCIAL LISTENING

Gathering insights and listening to what's being said about topics and brands online



MOBILE

A key access and engagement tool, mobile research allows us a unique and unimpeded view of immediate life context



JOURNEY

A new understanding of the ecosystem that surrounds and influences people's paths



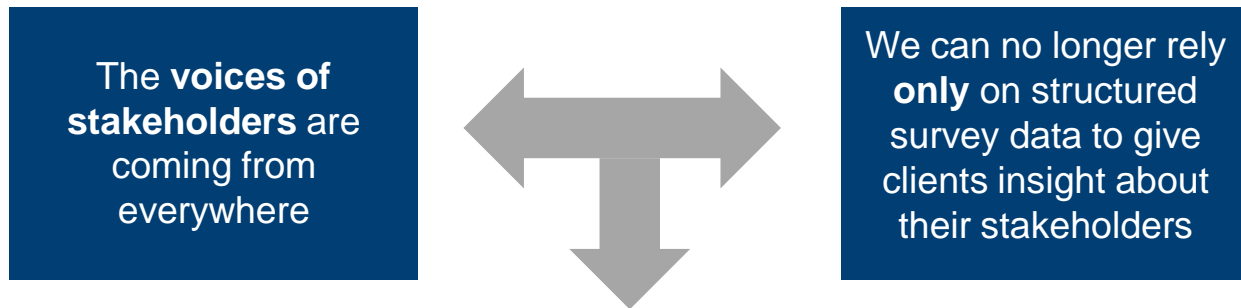
BIOMETRICS

Unobtrusive measurement of the non-conscious responses to media messaging providing measurements of audience's emotional engagement

INTELLIGENCE™ is predicated on the belief that with millions of articles, news stories, blog posts, tweets, comments, etc there is a clear role for on-line listening.

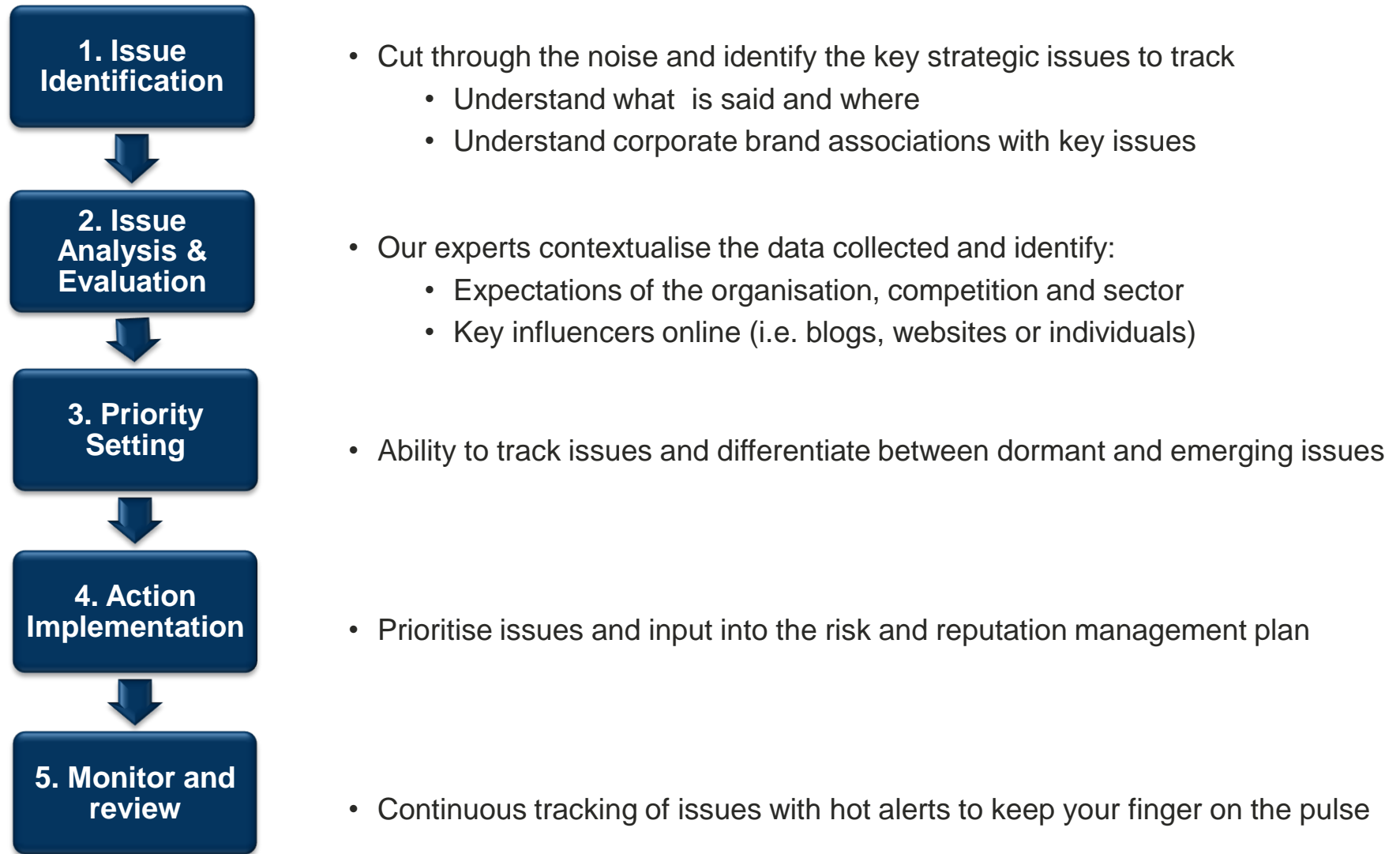
However listening without interpretation and judgement lacks the strategic perspective that can make the real difference in the way in which you target and engage with key stakeholders.

Working with you we will identify the current key issues that need to be monitored and managed as well as emerging and potential issues that could impact your reputation going forward. These areas form the building blocks of our analysis framework – enabling us to identify and understand your real priorities from the background noise.



The challenge is converting large volumes of different data types into strategic knowledge and insight

Making sense of online buzz



Santander



Project Objectives and Methodology

- Provide insights into social media conversations to get a broader picture of perceptions of Santander and identify need for process change
 - **Focus on specific service issues** - provide complementary feedback to a research based customer experience programme
 - Provide another layer of insights that can be used for customer understanding and action planning
-
- Conversations from **May-July 2011** relating to Santander captured using Brandwatch
 - **Key sites** identified based on the number of **relevant** conversations found and focused on these websites for the analysis
 - We used Text Analytics to identify and **quantify overall themes and specific topics** within each overall theme, with a particular focus on services issues
 - **Qualitative analysis** was then undertaken **to get under the skin of key issues** and **provide actionable insights**

Who is talking about Santander?

By analysing Santander mentions online, 3 segments of consumers were identified by the *nature of their enquiries, conversations and activity online*:

➤ Community Influencers, Advice Contributors, Information Seekers

Community Influencers

- Usually lead discussions on a number of topics, influencing decisions made by information and advice seekers.
- Their opinions are highly regarded by other community members, often having many 'followers' on Twitter, and being frequently 'thanked' in forums

Advice Contributors

- Are often pre-existing customers looking for help regarding Santander products and services.
- They are vocal about their first hand experiences, which makes them hugely influential brand advocates

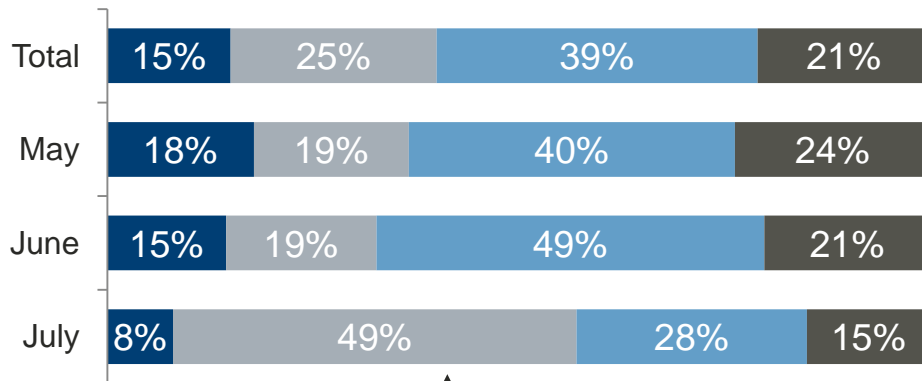
Information Seekers

- Are not Santander customers, however they are interested in other community members' experiences, and will use this information to create a perception of the brand's reputation.
- Information seekers are likely to follow a number of threads but do not necessarily post their own questions and opinions

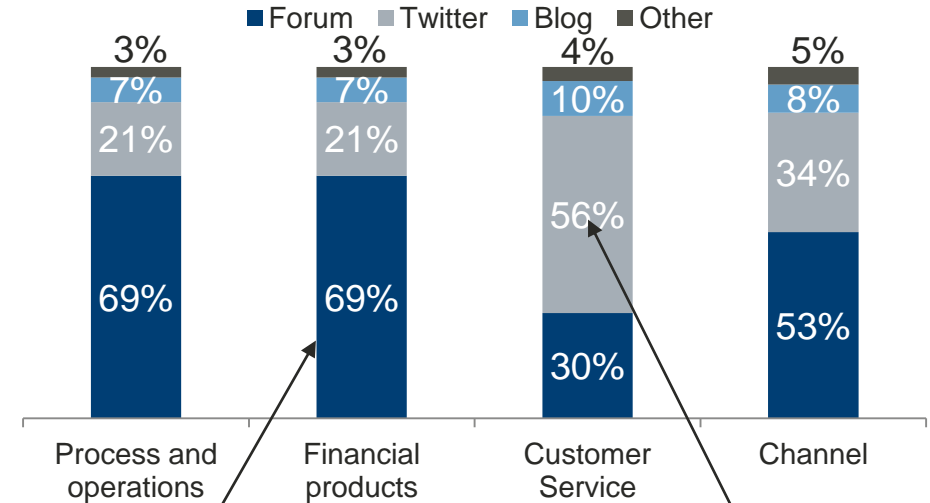
Where and What are they talking about?

Distribution of themes overall and by months

■ Channel ■ Customer Service ■ Financial products ■ Process and Operations



India/UK call centres – mainly Twitter



When it comes to sharing experiences about more complex processes or products, people favour forums

Headlines about customer service issues are easily tweeted and re-tweeted

- We used Text Analytics to identify aspects of Santander products and services talked about in forums and on social networking sites
- Layering manual analysis on top led to greater insights still and validated the text analytics approach. Combination of automatic and manual is best practice
- Financial products are most frequently discussed, followed by customer service, process and operations, and channel
- Community members and influencers spread organic word-of-mouth that encourages others to share their experiences, and many more to follow Santander dialogue in forums Twitter and Moneysavingexpert.com are the sites where discussion around Santander most frequently occur

Detailed topics - Overview

- Text Analytics also enabled us to **look deeper** into the four overall topics to identify specific areas within each
- Items within each overall topic are shown in decreasing order of frequency of mentions

Products

| | |
|--------------------|----------------------------------|
| Credit/Debit cards | Credit/Debit cards/Rates or fees |
| Mortgage | ISA/ISA transfers and management |
| Loan | Loan/Rates or fees |
| ISA | Loan/Application |
| Current account | Credit/Debit cards/Application |

Process and operations

Transfers
Application
Withdrawals
Transfers/Rates or fees
Withdrawals/Rates or fees
Transfers/Santander Faster payments scheme

Service

Call centre overall
Call centre move from India
Complaints handling
Staff competence
Wrong customer data
Automated call back system
Issues with address (wrong, not updated)

Channel

Branches
Online banking
ATM
Computer glitch affecting branches
Phone banking

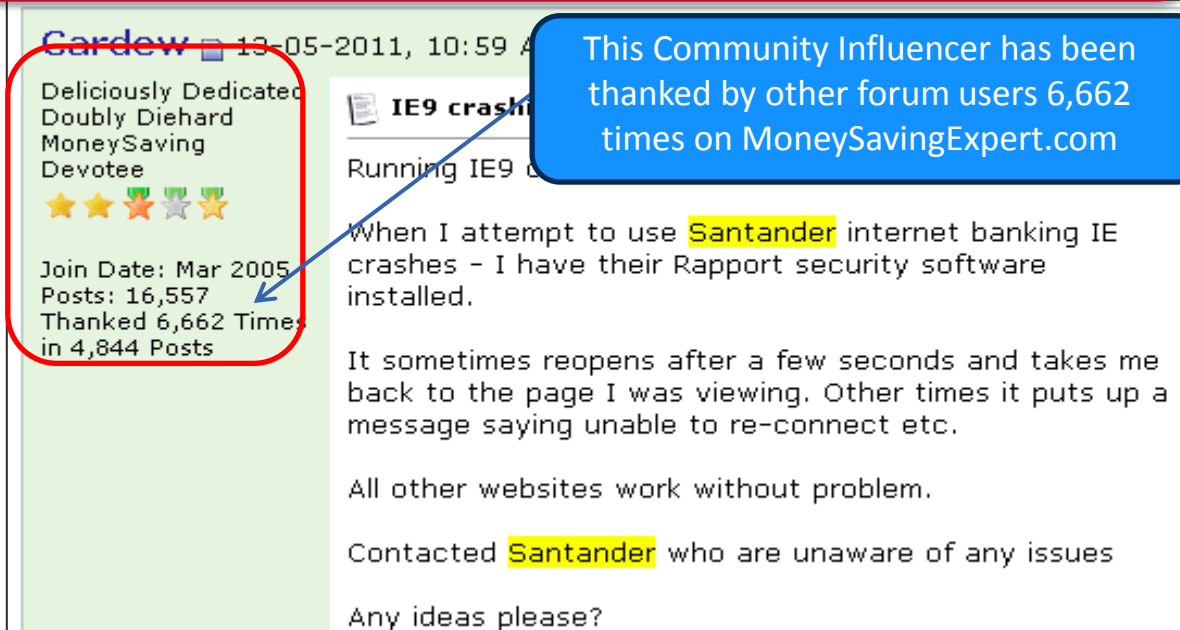
Potential impact: negative advocacy has a large reach

Key Findings - Information Seekers are using a variety of online sources as a first step in gathering information and gauging opinion on financial products and services. Customer experiences are also talked about on social networking sites such as Facebook and Twitter as well as in forums and can be circulated very quickly and easily to large numbers of friends and followers

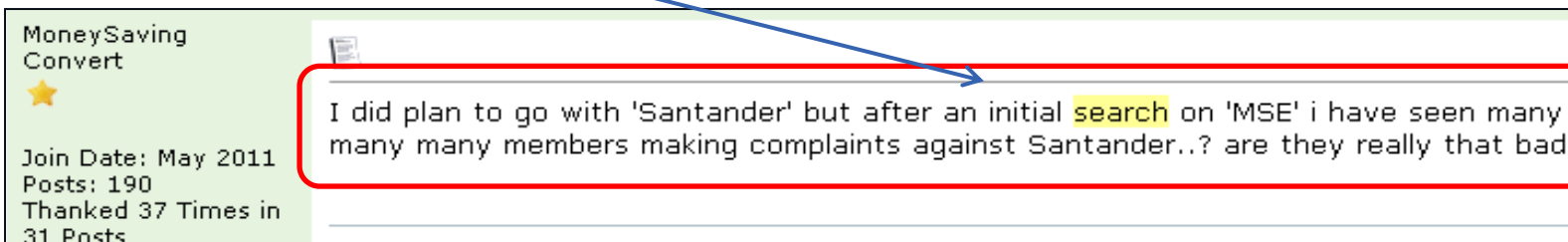


Impressed at certain organisations' ability to regularly make utterly unforgivable customer service errors. This means you, Santander.

These articulations of poor experiences with Santander will resonate amongst friends and followers. There is clear evidence of Advice Seekers and potential customers being driven away from the bank as a direct result.



This Community Influencer has been thanked by other forum users 6,662 times on MoneySavingExpert.com

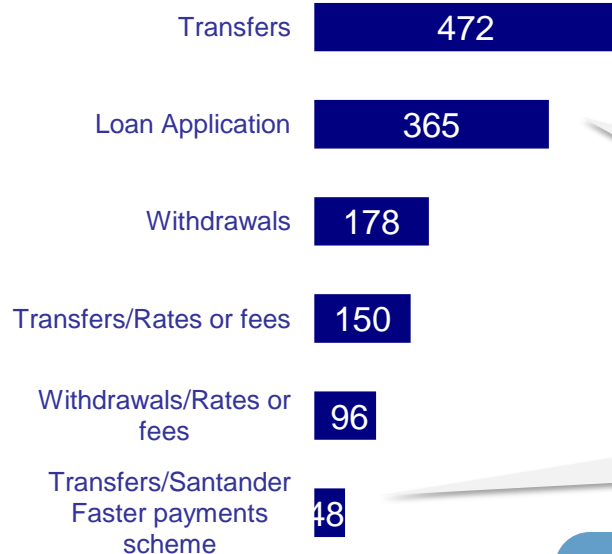


I did plan to go with 'Santander' but after an initial search on 'MSE' i have seen many many many members making complaints against Santander..? are they really that bad?

Delving deeper: process & operations

Key Findings - Customer service is a highly discussed topic in relation to a whole range of Santander products. Our research has highlighted that problems relating to process and operation are impacting negatively on overall perceptions of customer service

Number of mentions within process and operations



Not supplied I transferred an ISA from Santander to another account. They sent the wrong information to the new bank and took 1 month to send the correct paperwork. The ISA transfer took 44 days in total. Transfers to other banks are slow. They also have a very poor password reset service. After years of reasonably good service with Alliance and Leicester, **I am considering moving my accounts.**

I applied online for A Santander personal loan last week and received an email within minutes saying I'd been successful and they would send me the application to sign and return. The loan was the best interest rate I could find online 6.9%. I received the documents to sign but they had changed the rate... by 1%. After filing out the questionnaire they reduced the loan to 8.7.

One of the problems with Santander is that, while the account accepts inward Faster Payments, outgoing ones, especially those over £300, are virtually non-existent/very haphazard other than by Standing Order.

A key advantage of social listening:
consumers talking in their own words about
the issues that matter to them

Johnson & Johnson

Social Listening Connection with Tracking Research

Pilot Test 5/30 – 11/20



Assignment Objectives

1. Analyse the social media conversations about the company for the past 6 months and identify strategic issues.
2. Explore social media dynamics surrounding specific product brands.
3. Link the impact of social media conversations to brand and reputation tracking studies.

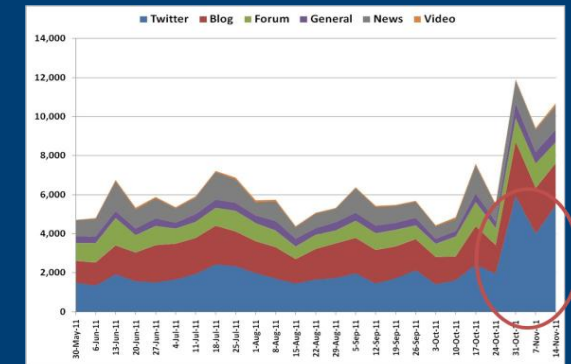
Social media – content around trends



WORDCLOUD WITH KEY THEMES



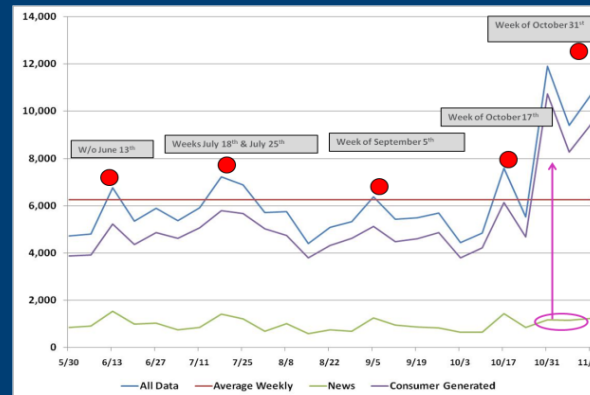
VOLUME & SENTIMENT VS TRACKING



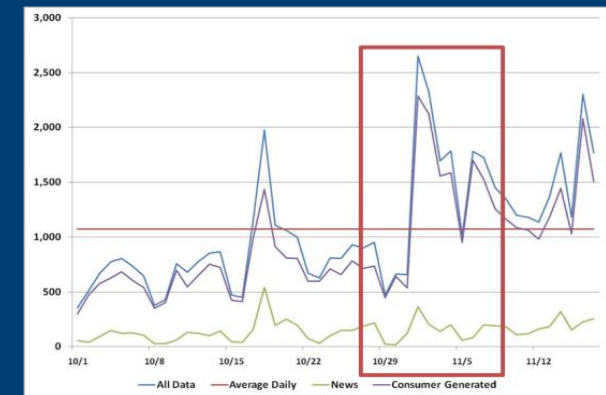
TWITTER CAN BOOST ACTIVITY

| Site name | Volume | mozRank Score | Total Monthly Visitors | Minutes per Visitor |
|-----------------------|--------|---------------|------------------------|---------------------|
| twitter.com | 49,325 | 9.41 | 139,210,000 | 20 |
| www.facebook.com | 3,975 | 9.57 | 734,239,000 | 356 |
| www.youtube.com | 1,577 | 9.29 | 612,998,000 | 154 |
| slickdeals.net | 789 | 5.9 | 1,320,000 | 12 |
| finance.yahoo.com | 741 | 7.73 | 436,796,000 | 103 |
| seekingalpha.com | 710 | 6.73 | 3,320,000 | 22 |
| cnbc.com | 650 | 5.05 | 7,010,000 | 87 |
| community.thebump.com | 628 | 5.28 | 1,084,000 | 24 |
| answers.yahoo.com | 575 | 7.1 | 46,5103,000 | 98 |
| www.cafepharma.com | 535 | 4.57 | 96,000 | 5 |
| www.sys-con.com | 457 | 6.56 | 205,000 | 2 |
| news.ino.com | 424 | 5.09 | 114,000 | 20 |
| online.vsj.com | 358 | 7.89 | 2,404,000 | 8 |
| www.topix.com | 337 | 4.57 | 12,768,000 | 6 |

IDENTIFY TOP SOURCES



QUANTIFY WEEKLY BUZZ DATA



CONSUMER-GENERATED SPIKES

Social behavior in the ecosystem

Moms share to comfort themselves, to nurture online relationships, and, for some, to fulfill a need to play a helping role.

| Social Share | Influence Action | Urgent Alert | Reactive Check |
|---|---|--|--|
| people compelled to share day-to-day simply to share. | people seeking or giving relevant advice and information related to the day-to-day. | people feel responsible for sharing usually with specific information they feel others need to know. | people seeking or giving advice and information in an effort to mitigate risk. |

Data captured from Social Listening analysis



Strong link between online activity and tonality and brand attributes



Identified key social media sources driving momentum outside of mainstream media news stories



Core outputs can serve as a powerful early warning system and input into brand and reputation strategy

The social media landscape for an European Industry Association



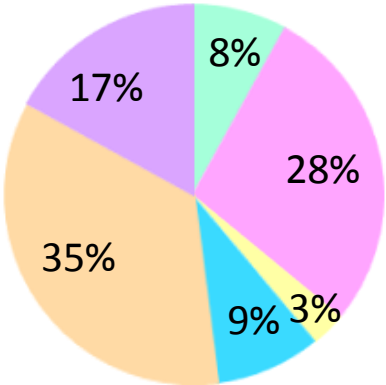
Background to the project

- The European trade association client commissioned us to conduct a strategic social media audit, covering six strategic topics across five European countries.
- Topics were discussed in detail with the client to ensure the full range of potential words and phrases were captured.
- Results were analysed to show the following for each of the six strategic issues:
 - **Volume of mentions** on a daily basis, by country (UK was generally way ahead of the rest, though this varied by topic). Outside the UK, we also broke this down by conversations in native language vs English
 - **Word clouds showing the main themes for each topic**, by country – again illustrated by some pertinent screen shots/summaries of some of the conversations
 - **Where the conversations were taking place** (news sites, blogs, forums, video, twitter, other), by country
 - **What was driving some of the peaks in mentions** in each country – including screen shots/summaries of some of the conversations to illustrate our points
 - **Interpretative summaries** by topic and overall summary and implications
- The following slides show examples of our outputs and conclusions from the research.

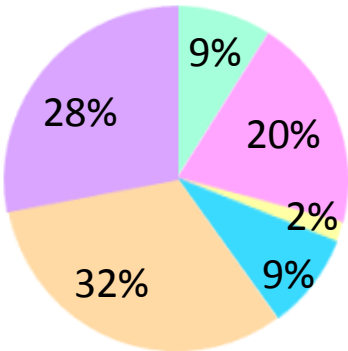
Strategic Issues - mentions by topic varies greatly by country

Topic 1 Topic 2 Topic 3 Topic 4 Topic 5 Topic 6

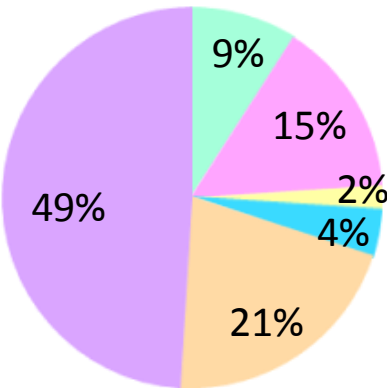
France - Base: 1,604



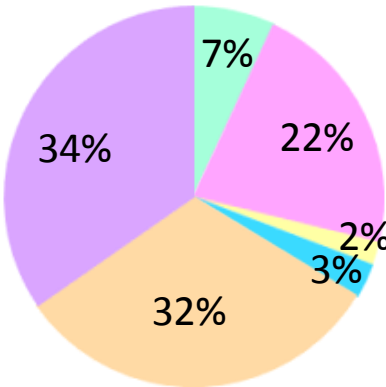
Germany - Base: 1,571



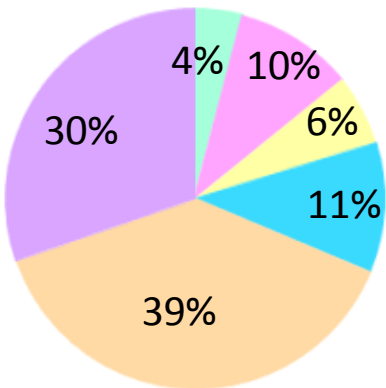
UK - Base: 4,315



Spain - Base: 1,126



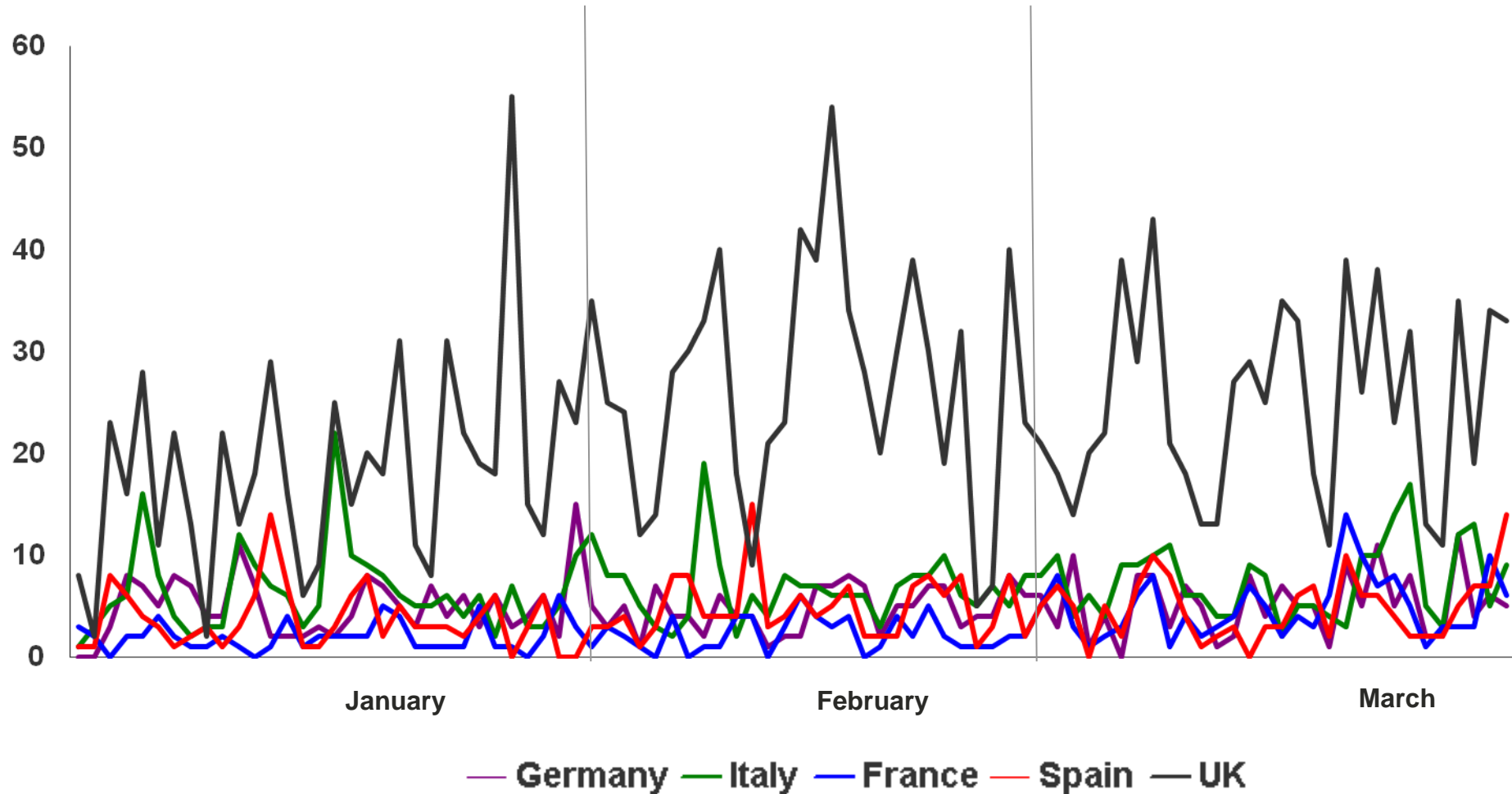
Italy - Base: 2,072



Strategic Issues - Recycling is the main theme in relation to waste management, and again UK dominates

• 32

Volume of mentions



Concept clouds - In Italy, recycling is the main theme



PROMETE  **Sostenibilità**
Progresso Sviluppo

Ri-prodotti in Toscana, nuova vita per la plastica della raccolta differenziata

condividi

A user asks for advice on how to work the separate waste collection

The article presents new recycled products for the home



Altra domanda >



Tina

Domanda risolta

Riciclaggio, aiuto!!!?

Nel mio paese non si effettua più la raccolta differenziata da un po', per problemi di gestione di rifiuti e camorra che gestisce tutto il settore (munnezza x munnezza!), ma io non mi arrendo. Vorrei fare qualcosa, tipo attivare una raccolta di bottiglie di **plastica** e vetro con i miei amici e tutti coloro interessati e consegnarle direttamente ad aziende che si occupano della riutilizzazione delle stesse. Ma non saprei proprio dove portarle... sono di Caserta, avete consigli?

3 mesi fa

 Segnala abuso



LaBibi

Miglior risposta - Scelta dai votanti

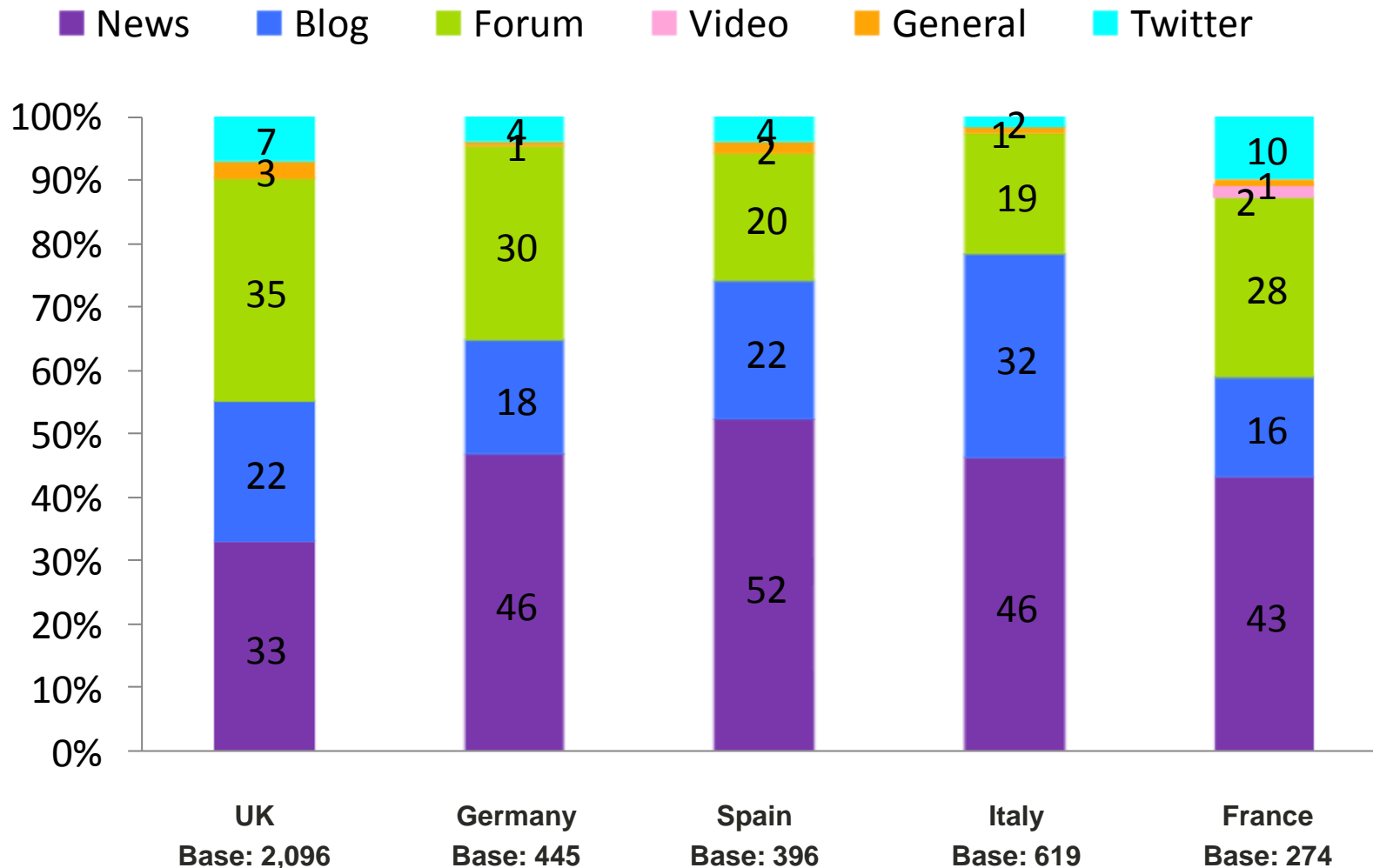
La Ereplast è famosa per il riciclo della **plastica** ed è vicina a Caserta. Il padre del titolare è stato ucciso dalla camorra ma lui continua l'attività. Puoi chiamare l'azienda e provare a vedere cosa ti dicono, ti lascio il link qui sotto.)

Fonti:
<http://www.ereplast.it/t/default.htm>

3 mesi fa

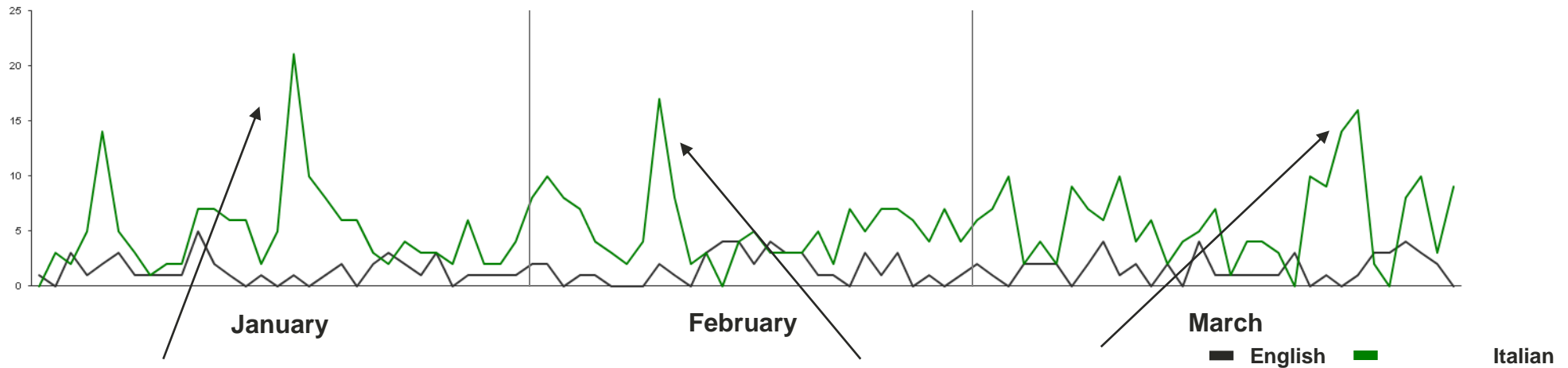
 Segnala abuso

Channels – high use of forums and blogs as well as news sites is found for waste management



Volume - Italy – NGOs are active in this area

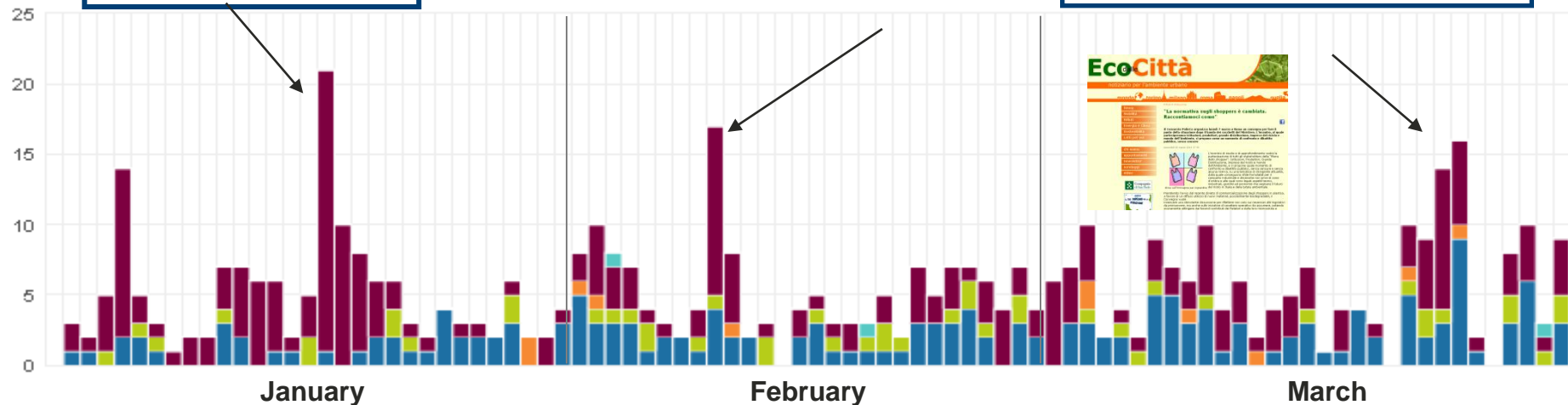
Volume of mentions



Statement of approval for the removal of plastic bags in Italy

A joint venture launches household goods made of recycled materials.

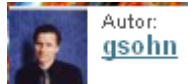
Capannori (small city in Tuscany) is an example of Good Environmental Practices for Sustainable Edge



Volume of mentions by page type, mentions in Italian only

Opinion formers in social media in Germany, Spain and UK

Utopia.de is a platform for strategic and sustainable consumption in Germany. One of the top bloggers on this site is GSohn.



Name C. Meyer-Pedersen
Location Hamburg, Germany
Web <http://www.novone...>
Bio Das gute Leben grüner machen!

10,179 following 10,373 followers 249 listed

Über dieses Blog

Hier bloggt YaaCool-Chefredakteurin Doreen Brumme über alles, was mit Bio, Umweltschutz und Nachhaltigkeit zu tun hat.



YaaCool-editor Doreen Brumme blogs about everything that has to do with organic, environmental protection and sustainability in Germany.

Carpets to be rolled out for recycling

Published Date:

08 February 2011

By CHRIS MARSHALL

Environment Reporter

City plans recycling service for food waste

Published Date:

05 January 2011

By CHRIS MARSHALL

Environment Reporter

Chris Marshall, Transport and Environment Reporter for the Edinburgh Evening News, came up often. In particular over the course of this project, he reported on the recycling initiatives undertaken in Edinburgh.



ISon21 is a blog related to engineering and sustainability in Spain.

A Spanish forum reporting all news, and events related to sustainability.

ECoticias.com
Noticias de Medio Ambiente, 24 horas, 365 días

C. Meyer-Pedersen is the twitterer behind 'novonergy' – a website and twitter feed that promotes 'the good life as the green life'



James Murray, editor of Business Green, is a key influencer in the area of the environment and business in general in the UK. His posts cover most of the topics of this research at various points.

Findings and strategic inputs

- As a result of the project, the European Industry client decided to launch specific communication initiatives in selected areas and countries where the analysis showed that there was a need for more information. For example, increasing consumer's clarity over what can be recycled.
- Another main finding of the project was that there was no need to change the current social media strategy of this European Industry Association, since there was no direct criticism or attack of the industry.
- The European Industry Association continues to keep track of developments in social media and has decided to conduct another in-depth review in one year's time.

Conclusions



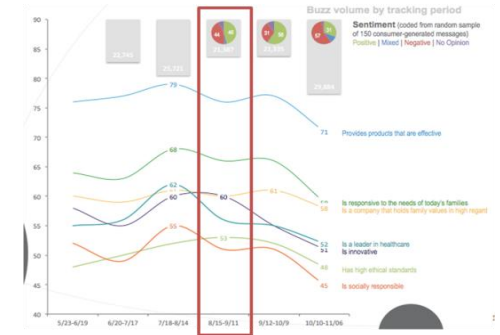
Making sense of online buzz with you



It is our aim to provide you with strategic insights through merging social media monitoring with industry-specific research and market knowledge.

Social Media can provide valuable input for your strategy

- Strong link between conversations in social media and strategic brand/reputation issues
- Both B2C and B2B companies can take advantage of strategic social media listening
- We can help you to be the “rabbit” and not the roadkill



Q & A





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Twitter: [@IpsosReputation](https://twitter.com/IpsosReputation)