



# Enhancing Social Media Effectiveness for a Global Financial Services Corporation

eClerx helped a Fortune 500 client establish centralized reporting to standardize KPIs across geographies, reduce overall costs and drive best practices to measure social effectiveness and to integrate social listening for actionable business insights.

## Challenges

Our client, a leading global financial services corporation, had presence on multiple social platforms across regions with no centralized governance or control. The entire set-up was sub-optimal and failed to provide benchmarks for regional comparisons / global overview to business leaders. Considering an immediate need for consistency, standardization and improved business insights, the client decided to offshore its social media analytics. The primary client challenges included:

- Lack of standardization as regional agencies functioned in silos
- No sharing / adherence to best practices
- Lack of a holistic global overview to business leaders

## Solution

eClerx assessed the “As-Is” client processes and highlighted that one of the key challenges for the client was the lack of clarity across all business objectives and scope. Since this was their first attempt at consolidating and scaling operations globally, eClerx undertook the following approach to garner client confidence:

- Proof of Concept to evaluate outcomes and client deliverables
- Metrics Tracking and Reporting
- Extended Team Concept

eClerx functioned as the client’s extended team and participated in internal discussions, workshops and strategy sessions. In the spirit of partnership and co-ownership of client’s business goals, eClerx conducted a deep dive analysis to incorporate innovative techniques such as social listening feedback to provide actionable insights at a product / region level. All of above was possible only due to close collaboration and active partnership from client’s side.


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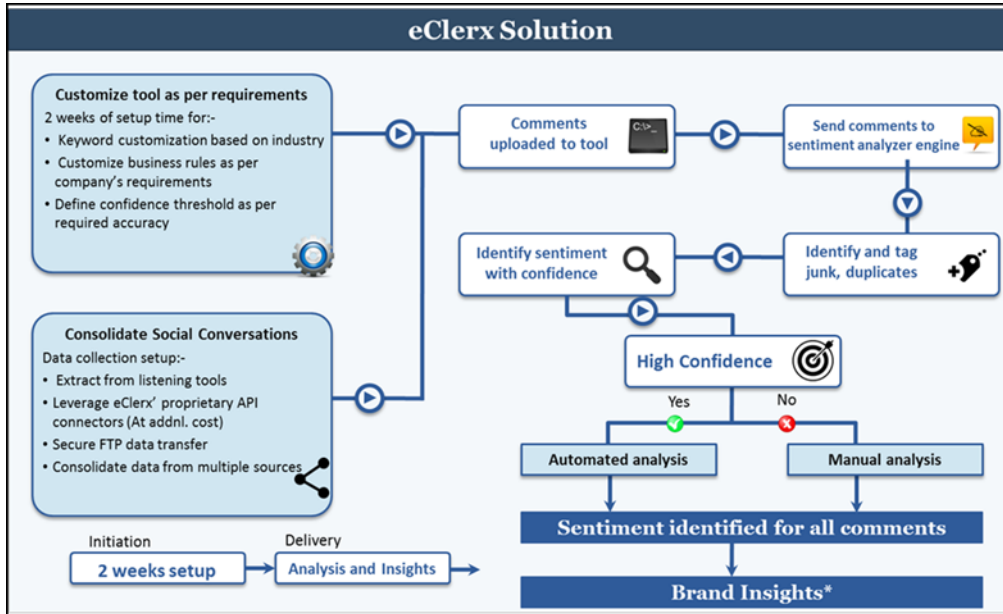
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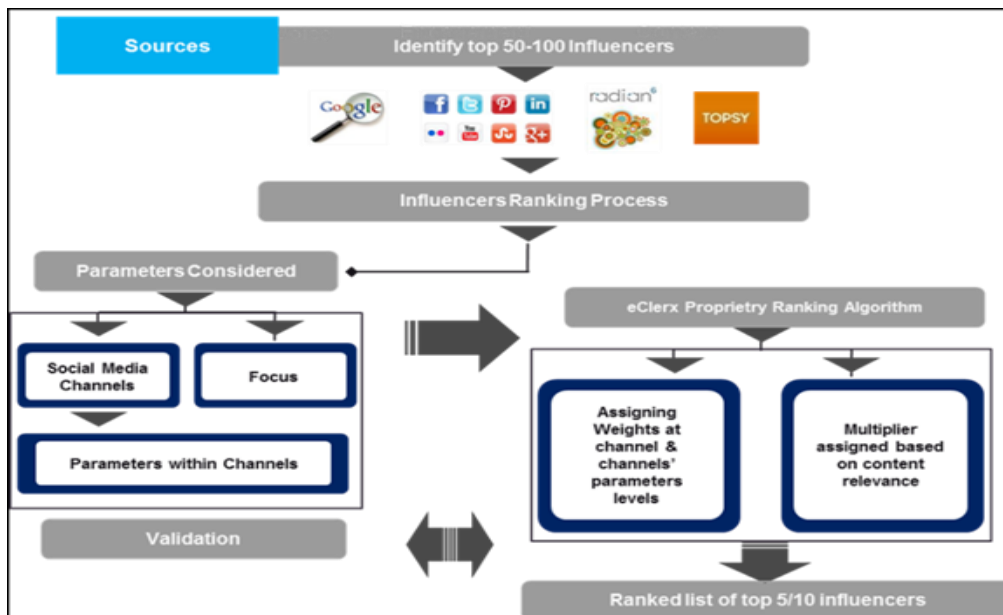
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eClerx deployed several industry first innovations to ensure scaling and high quality actionable insights. The more significant ones are:

- **Sentiment Analyzer:** Semi-automated sentiment analysis engine that intelligently segregates social data and assigns sentiment scores to comments where there is a high degree of confidence. The tool also integrates comments scored by industry experts and feeds the results back into the learning engine

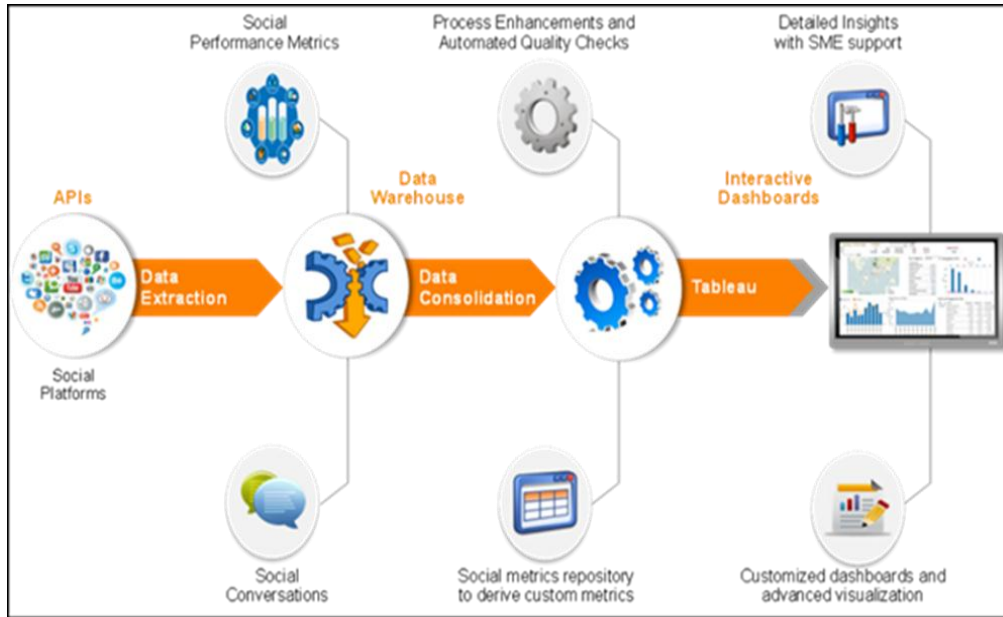


- **Insights framework:** An innovative concept developed to categorize insights into precise granular buckets in line with client's support / ownership matrix
- **Influencer framework:** An industry first, designed to identify key influencers across channels with a weighted approach to account for sectorial focus, domain relevance and regional diversity



- **Crowd sourcing:** Instrumental in TAT (Turn-Around Time) reduction across manual evaluation of complex feedback and assimilation of the same into the insights framework. Scaling of 12x achieved with 70% reduction in TAT

- **Automated data extraction:** API connectors built with all major social platforms with integration across listening tools to ensure a centralized and seamless data management process



- **Content effectiveness framework:** Proprietary framework for evaluating content effectiveness and optimizing organic virality index to maximize engagement and reach without paid efforts

The client was able to improve overall efficiencies, derive business insights and segment them by objective. As a result, they saw **30% increase** in fan base on social media platforms.

## Additional Benefits

- **3x committed scope** (service gamut covered >32 regions as opposed to original scope of 13)
- **80%+ sentiment accuracy** and in-depth insights at **<50% cost**
- In-depth actionable business insights as opposed to basic analysis and trends
- **99%+ report** delivery quality
- **30% Increase** in client's fans and customer engagement levels

## About eClerx

eClerx provides critical business operations services to more than 30+ global Fortune 500 clients, including many of the world's leading financial services firms, online retail and distributors, interactive media and entertainment, high tech and industrial manufacturing, travel and leisure, and software vendors, through operational support, data management and analytics solutions. Incorporated in 2000, eClerx is India's first and only publicly listed knowledge processing (KPO) company and is today traded on both the Bombay and National Stock Exchanges of India. eClerx was ranked as one of Forbes Asia's 200 Best Under a Billion List and named as finalist in Teleos' Most Admired Knowledge Enterprise award. eClerx employs over 8,500 employees across its global delivery centers and offices in Verona, Phuket, Mumbai, Pune and Chandigarh plus global client relationship locations in New York, London, Philadelphia, Silicon Valley, Austin, Dublin, Milan, Munich, Hamburg and Singapore. For more information, please visit [www.eclerx.com](http://www.eclerx.com).

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