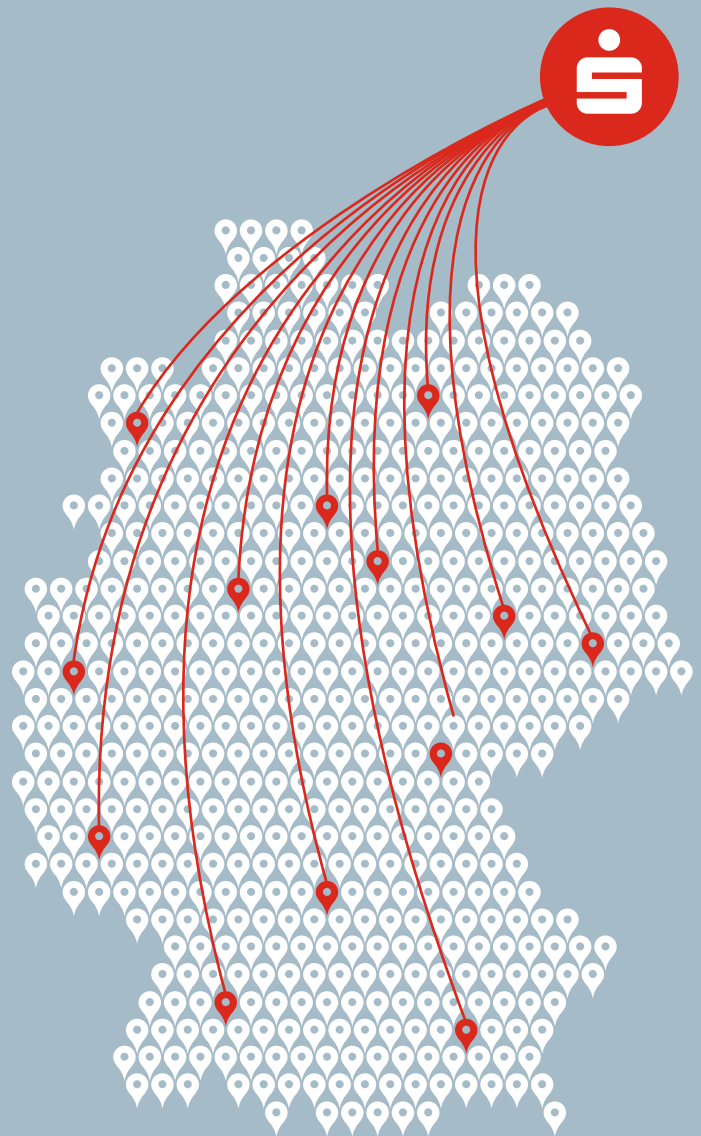


Case Study/ **Sparkassen-Finanzportal**

Uses **tailored social**
media monitoring
across multiple
departments





At a Glance/ Sparkassen-Finanzportal

About/

Sparkassen-Finanzgruppe (The German Savings Banks Finance Group) runs 417 savings banks under the Sparkasse brand in Germany.

Each saving bank is run independently, is locally managed and concentrates its business activities on customers in the region it is situated in. Rather than operating from the top down, this is a bottom-up kind of business.

Providing financial and monetary services for every citizen and giving back to the local community are two of the most significant characteristics of the savings banks.

The 417 savings banks operate a network of over 15,300 branches and offices, and employ over 245,000 people.

The Sparkassen-Finanzportal is the internet agency for the Sparkassen-Finanzgruppe.

www.sparkassen-finanzportal.de

Key Benefits/

- Improved service through real-time monitoring
- Introduced a escalation system to stay ahead of potential PR crises
- Tailored reporting for different departments throughout the organization and over 350 regional branches

Over
350

banks monitored within
the Sparkassen-
Finanzgruppe

The Goal

Real Time Monitoring Of Online Conversations

The Sparkassen-Finanzgruppe makes use of social media monitoring across the business.

With over 350 Sparkasse banks, being able to identify local mentions for each bank was a key focus for the organization. In the context of overall brand management, a local newspaper may only form a small part of the total online media activity, but for an individual, local Sparkasse branch, it could be a hugely significant mention.

For both the Sparkassen-Finanzgruppe organization and the individual branches, the following areas were of particular importance:

1. Topic monitoring to identify emerging themes and trends
2. Intelligent listening for potential crises
3. Reputation management

The Challenge

Communicating Data From Varied And Diverse Sources Across The Organization

Every morning the Sparkasse monitoring team screens, categorizes and evaluates the conversations that have been captured over the previous 24 hours.

Once these conversations have been extracted and assigned against the relevant branch a summary in the form of an automated digital report is sent to each individual branch.

Multiple business units across the organization also receive updates at less regular intervals, such as a more granular monthly reports sent directly to the relevant senior management within those teams.

Handling this much data, daily, for 350 Sparkasse banks and being able to quickly categorize, analyze and communicate the findings across the organization is no easy task.

The Solution

Holistic Deployment Of Brandwatch And Structured Company-wide Processes

In order to establish the complex structures required for this daily media monitoring and distribution among multiple teams and branches, Sparkassen-Finanzportal GmbH has created various sub-projects within Brandwatch.

Alongside a project for overall brand monitoring, each regional branch has its own project in Brandwatch, each with a bespoke search query for relevant, local data capture.

Ibrahim Ghubbar, Online Marketing Manager for Sparkassen-Finanzportal GmbH said "In order to optimize our workflow processes, it really helps to be able to use one tool for everything".

In addition to the daily monitoring activities and real-time monitoring, automated e-mail alerts also play a decisive role. These methods play a crucial part in the crisis and reputation management strategy the bank operates, identifying and escalating potential crises almost instantly to the appropriate business unit.

Ghubbar added, "We have introduced a three tier escalation system for different types of mentions or data identified:

1. Reporting of relevant events for general knowledge
2. Events which are cause for concern and require a response
3. Escalating events likely to appear in the regional or national press, which will require instant action."

The Sparkassen-Finanzportal GmbH monitoring team noticed a sudden spike in conversation surrounding one branch in particular. Using Brandwatch Analytics realtime data and instant email alerts the team were able to identify localized conversation focused on an ATM which had broken.

Using their escalation process the monitoring team were able to inform the branch in question and instructed their technical team to deal with the issue promptly. The team at the branch hadn't identified the ATM was out of action, and it was online conversation that alerted Sparkasse to the issue in real-time.

"The conversations on the social web have immense value. If a Sparkassen ATM is broken, for example, we often get quicker feedback from our social media monitoring than from the technical department".

Tailored monitoring for complex multi-department listening

Brandwatch Analytics is **perfectly engineered for Sparkasse's implementation** throughout the organization



01 Workflow Management

The Sparkassen Finance Portal GmbH monitoring team is comprised of several people.

Although the internal responsibilities are clearly divided, social media does not have such obvious boundaries.

"With Brandwatch, we can manage our workflow seamlessly. Every project is accessible by all members of staff, regardless of department or location.

This way, we know immediately which staff have performed each task, and which data is most relevant to which team" revealed Ibrahim Ghubbar.

Being able to share individual dashboards across the department was also appealing to the finance brand, with employees granted different permission levels, depending on seniority and responsibility.



04

Cross-functional platform

Sparkassen-Finanzportal GmbH does not only offer social media analysis for its 350 regional banks, but also acts as the central communication point internally across multiple departments, including The C-Suite, Marketing and Corporate Communication teams.

"We can **configure** Brandwatch according to our needs and start an **in-depth analysis** when necessary. Variables can be directly compared and **with just one click** I can have a different view of any chart."

This service structure required a well-developed analysis and reporting system.

The first step before implementing Brandwatch within the organization was to ask the key stakeholders within each department what their KPIs were and what they wanted to achieve from using Brandwatch.

While for Corporate Communications the emphasis was on sentiment, page types, locations and topics, when it came to the Marketing department, tracking the success of individual campaigns was essential.

Ghubbar added: "We can configure Brandwatch according to our needs and start an in-depth analysis when necessary. Variables can be directly compared and with just one click I can have a different view of any chart.

The ability to group authors and pages also simplifies the analysis. This way we can distinguish between owned and earned media, exclude irrelevant pages and effectively compare the regional media."

02

Efficient qualitative analysis

The team don't simply track the volume of online mentions of Sparkasse.

Instead, they categorize and analyze the data to uncover rich insights about the people, topics, themes and sites behind the conversation.

"Brandwatch takes lots of the labor out of data analysis. By using tags and categories, we can glean insights about our brand, our competitors and our sector with ease" said Ghubbar.

03

Ease of use and reliable support

Brandwatch's intuitive interface and renowned support further assisted Sparkasse's decision to select Brandwatch as its monitoring partner.

"The excellent usability of Brandwatch was an extremely important factor in the selection process", said Alexander Hauser, Head of Online Marketing.

Ghubbar added, "With Brandwatch, we're given the power and tools to quickly make amendments to our data and monitoring setup, and for more complex issues we can always rely on their high quality support team."

"...for more **complex issues** we can always rely on their **high quality support team**..."

About/

"The conversations on the social web have immense value. If a Sparkassen ATM is broken, for example, we often get **quicker feedback from our social media monitoring** than from the technical department"

Alexander Hauser
Head of Online Marketing
Sparkassen-Finanzportal GmbH

Brandwatch

Brandwatch is one of the world's leading social media monitoring and analytics platforms.

Its technology gathers millions of online conversations every day and provides clients with the tools to analyze them, enabling brands and agencies to make smarter, data-driven business decisions.

The company has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by over 900 brands and agencies, including organizations such as Dell, PepsiCo, Whirlpool, Kellogg's and British Airways.

For more information, please visit www.brandwatch.com