

# Strategize, Monitor and Monetize Your Social Media Strategy With SOCIO

## INDUSTRY OVERVIEW

Social Media marketing is increasingly becoming a preferred marketing medium across industries. Businesses are also looking at innovative ways to leverage social media to offer services to their customers.

Customer Service is one of the most preferred processes to move to social media with prominent benefits such as:

- Customer Experience Enhancement
- Increase in Revenues Increase in Customer base
- Cost Reduction

## SOLUTION AND APPROACH

**SOCIO** is a 360o solution for social media management. It manages social media engagement, provides insights, and helps build your brands presence across social channels. Our Social **Media Command Center** (SMCC) provides end-to-end social media services including:

- Workflow Management
- Integrated Lead Management
- Integrated Campaign Management
- Capability across channels and track all posts (Facebook, Twitter, LinkedIn)
- Expert Social Media Analytics Services and Engagement Services

## SOCIO Solution Video:

[Shttps://www.youtube.com/watch?v=CwDS57KS\\_o](https://www.youtube.com/watch?v=CwDS57KS_o)

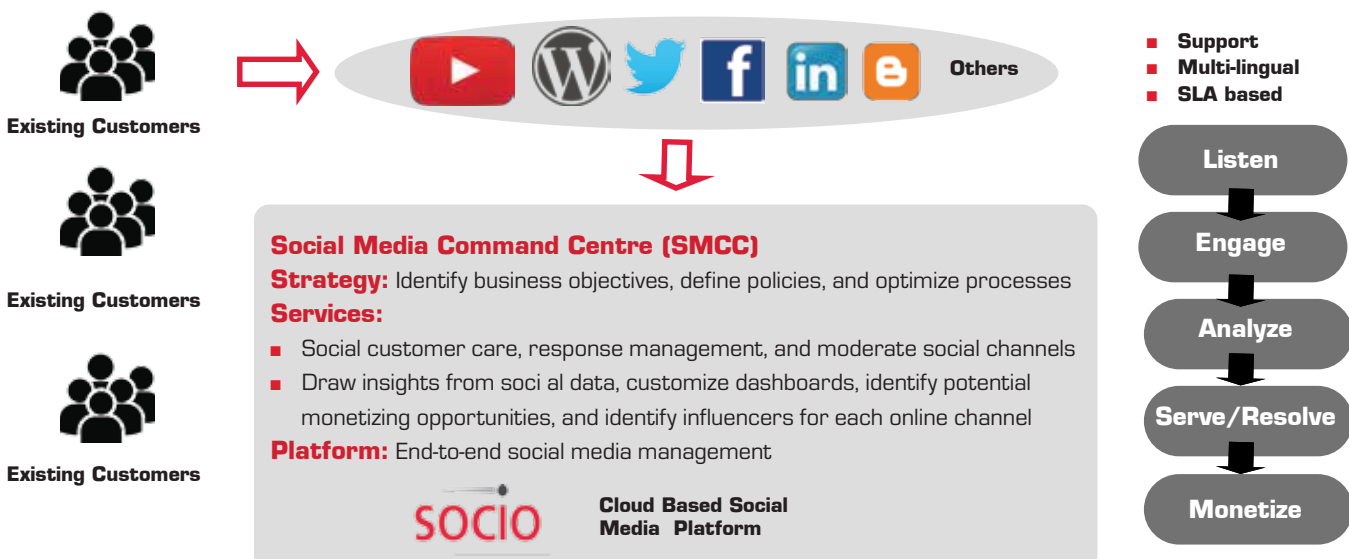
## FAST FACTS

- Contact centers have **45%** of their calls deflected to Social Media and other digital channels and expect it to grow by **38%**
- **50%** of marketers see improved sales from social media
- **37%** feel empowered by social media to easily share their experiences
- **88%** companies found social media increased their market exposure
- **53%** of consumers who follow brands in social are more loyal to those brands

## BUSINESS BENEFITS

- Gain business insights from Social Data
- Better customer relationship
- Direct monetization
- Low cost, targeted campaigns for wider reach
- Improve brand image, reduce brand damage through instant crisis management

## SOLUTION OVERVIEW



Social Media Strategy | Trained Agents | Trained Analysts | SMCC Operations | Roadmap

- Analytics
- Engagement
- Campaign
- Lead Generation
- Crisis Management

## SUCCESS STORY

### Increase in Revenue per Dollar for Social Media Ad Spend of a Media Conglomerate on Implementing SOCIO



#### WHO IS OUR CLIENT

Our client is a media conglomerate, based in SE Asia. They had over 100 individual digital properties but the engagement was low and they lacked capability to track mentions of the brand across properties and social channels.

#### VALUE DELIVERED

- Better return per dollar in advertisement spend
- Overall view of the brand health and awareness of the brand among its audience compared to their competitors
- Augmented TRP information by measuring the Social Media buzz

#### SEE WHAT OUR CLIENTS HAVE TO SAY

- Dr. Donald Patrick Lim - ABS CBN - <https://www.youtube.com/watch?v=XpShWIPU9hE>
- Mr. Mon Lizardo - ABS CBN - <https://www.youtube.com/watch?v=hhWbIMFkab4>

#### Tech Mahindra Business Process Services solution

Socio experts provided a clear Social Media strategy for the customer. As part of this strategy a Social Media Command Centre (SMCC) was established which is a one-stop solution for all their Social Media requirements.

- SMCC sits on their social channels to listen, analyze, and engage
- Provided actionable insights into audience behavior
- Created the right amount of buzz
- Provided multi-language support



#### About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra - a USD \$4.6 billion company with 117,200+ professionals across 90 countries, helping over 885 global customers including fortune 500 companies. Tech Mahindra is amongst the Forbes list of Fab 50 companies in Asia 2016 list & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, Tech Mahindra Business Process Services has re-focused energies towards 'Creating memorable digital experiences everyday' for customers. We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

#### Connect with us to know more:

Visit us at, <http://bps.techmahindra.com>

write to [bpsmarketing@techmahindra.com](mailto:bpsmarketing@techmahindra.com)