

Germin8—Case Study



Enhancing Omnipresence Brand Presence with timely response management. For a leading Fortune India (2019) 100 Pharma Company in India

Executive Summary

A leading multinational Pharmaceutical company looking to track brand mentions and manage customer grievances globally, by enhancing online reputation and digital strategy. Benefitting from analysing media content the brand created a proper response channel with Germin8 Solutions Pvt Ltd.

[Germin8 Solutions Pvt Ltd](#), supporting a Fortune India 100 Company that uses latest technology to produce high quality medicines and care accessible to all. The client primarily develops medicines to treat respiratory, cardiovascular disease, arthritis, diabetes, weight control and depression; other medical conditions.

Clients Challenge

Owing to the company's global presence, tracking every bit of brand mentioning across multiple digital channels was difficult. As an obvious consequence, fragmented customer grievances impacted brand presence and vitality in equal measures. Failing to address the issues would put the company's global reputation as well prospects at risk. Also the brand was not aware of the sentiments behind the social media mentions due to lack of regular social media analysis. As such, the company was looking for an effective partner to help them restructure their Digital Strategy and harness effective ways towards managing online reputation.

Germin8's Solution

Germin8 with its qualified set of professionals having deep industry knowledge assessed the company's current brand position. Leveraging its proprietary listening tool, Germin8 was able to

- ◇ Get an in-depth analysis of the brand's mentions and customer sentiments sent monthly to understand the overall impact of the mentions
- ◇ Completely take over the brand's response management.

Germin8 successfully listed the all brand mentions from across social media, news, blogs and other sources. The data was carefully analysed and customer voice and sentiments were taken into account via listening and response management capabilities. As a result, any negative news leading to a crisis situation for the brand was averted for good. The results from using the listening tool included:

- ◇ Timely Audit for brand mentions
- ◇ Daily round up of all social media mentions and mainstream news about the brand
- ◇ Universal tracking of customer grievances
- ◇ Monthly reports around the customer's sentiments towards the brand and their products
- ◇ A way-forward towards enhancing ORM and digital strategy

Result

Campaign Analytics – Analysed how the brand's content is performing on social media and how are users responding to various campaigns.

Protection of Brand's reputation - Tracked and measured all threats to brand reputation in real time i.e. Crisis, disgruntled employees etc.

Product Insights – Helped the brand make strategic and tactical decisions for each product based on analysing audience feedback

Lead generation – Generating leads from users enquiring about medicine availability and distributorship

Involvement in Content Strategy - Shared content ideas with the social media team



Germin8 brought the Response TAT of the brand on social media by 91.94%

From 816 minutes to 15 minutes

Impact on Clients Business

As a result of the constant engagement the brand become a

- ⇒ **Patient Centric Brand:-** Response management helped the brand get closer to their customers as all Product Queries were addressed and all customers got their issues resolved faster due to quicker turnaround time courtesy of Trooya – Germin8’s response management tool
- ⇒ **The brand now closely monitors and analyses trends–** Our monthly and yearly reports helped the brand to understand the trend of mentions and major reasons that contributed to customer sentiments i.e. Positive, Negative, Neutral
- ⇒ **Germin8 helped the brand effectively manage Crisis Situations –** Germin8 enabled the client to efficiently manage and at times avoid major crisis by gathering all conversations for the topic in a selected time stamp. Sending real-time alerts for any new development. Giving recommendations after analyzing the impact of the crisis.
- ⇒ **With the insights given to the client, New Product /Changes in Current products benefiting the consumers were developed-** Germin8 derived insights about what users are talking about the company’s products in terms of pricing, quality resulting in aiding the internal teams to make necessary changes.