

AMEC Communication Effectiveness Awards 2012

Entry Form (Page 1)

Company Name: SocialEyez (a division of Media Watch)

Client/Campaign: Etisalat UAE

Objective/Brief:

Etisalat is a publically listed leading telecom provider based in the UAE with operations in seventeen countries around the Middle East and Asia region. The company has a total of 135 million subscribers, generating over \$8.7 billion in revenue in 2010. Etisalat UAE (primary market) entered the social media space during the year 2010. The brand introduced their official social media presence on Twitter and Facebook (engagement solely in English) during October 2010. These platforms were utilized to market Etisalat products/services, engage with customers on complaints and to listen to what they have to say generally.

Social media users posted their concerns, complaints and queries on these platforms expecting effective and timely responses from the brand. SocialEyez was awarded a contract in October 2011 **to monitor Etisalat-related discussions generated in the UAE, provide detailed analysis reports on user perceptions, satisfaction, expectations, and complaints, and assist Etisalat in its social media engagement activities.**

Etisalat's social media strategy identified the following objectives and KPIs to be met by November 2012:

Public Relations & User sentiment related:

1. Reduce negative discussions of Etisalat and increase positive posts by November 2012 as measured by a 15% decline in ration of negative to positive posts
2. Reduce, by 10%, percentage of customers expressing negative sentiment or criticism vs. percentage of customers expressing support or positive sentiment
3. Increase positive sentiment related to Etisalat on social media as measured by a 15% increase in positive brand mentions

Customer-response related:

4. Maintain an average customer response time of 20 minutes

Sales & Marketing related:

5. Improve efficiency of marketing efforts by identifying influencers and advocates who can help Etisalat promote its programs and products.
 - Secure minimum of 20 Etisalat brand advocates
 - 50% increase in use of Etisalat-related hashtags
6. Increase Etisalat brand exposure on social media
 - Increase followers on Twitter by 80% and number of engaged/active followers by 30%
 - Increase fans on Facebook by 50% and number of engaged/active fans by 30%
 - Increase volume of Etisalat mentions across social media by 50%
7. Increase number of re-tweets for Etisalat promotional tweets or announcements by 50%
8. Increase number of times Etisalat tweets get "favorited" by 30%
9. Use social media as a source of product development & innovation suggestions from customers as measured by the number of valuable, useful ideas generated
10. Use social media as a tool to measure customer reactions to Etisalat promotions
11. Increase viewership of Etisalat's promotions launched through social media by 30%, measured using bit.ly statistics for shortened promotional links

Corporate & Web traffic related:

12. Use social media as a tool to humanize the brand and show customers there are thousands of loyal & dedicated employees behind this brand, and they care
13. Increase traffic on Etisalat blog by 50% measured using independent web analytics software
14. Increase referral traffic from Etisalat social media accounts to the Etisalat corporate website by 30% measured using independent web analytics software
15. Reduce number of calls to 101 by answering more customer questions through social media

Strategy:

SocialEyez planned to monitor all mentions of the brand across all social media platforms. The gathered data was **manually analyzed by a team of analysts** (Arabic speaking) to obtain insight on user perception of the brand and to compile actionable reports that could be used by the various departments across Etisalat. Findings from the initial monitoring and analysis period would be used to support the engagement execution phase.

SocialEyez planned approach included:

- **Create natural language processing (NLP)** research and update structure that converted product and service terminology in a manner that captures multiple Arabic dialects (for example, there are 10 different ways of saying 'Mobile' in colloquial Arabic.)
- **Training** the researchers to understand Etisalat products and services to be able to analyze and categorize the data captured allowing for easy data dissemination across various internal Etisalat departments.
- **Real-time searches** to monitor & report on what issues or themes are being discussed on an hourly basis
- **Collecting data** on a daily basis and analyzing what was the most discussed subject on that day and providing Etisalat with daily alerts including the negative reactions posted on that day and basic analysis of which product/service or campaign received highest negative coverage.
- **Compiling a database of most active users**, to identify users who are influential on social media and to learn more about their perception. The database categorizes users in order to facilitate engagement and escalation. This database is also share with the engagement team to enable them to weigh the impact of influencer tweets and to respond to them in a timely manner to avoid escalation of such negative opinions or reactions.
- **Creating structured weekly analysis reports** that provide in-depth analysis catering to the requirements of the various departments across Etisalat including PR, Marketing, Engineering, and Customer Care.
- **Creating structured bi-monthly measurement reports** that measure performance vs. KPIs and regularly assess gaps between target and achieved

Execution/Implementation:

Challenge: Etisalat has a presence in seventeen countries across Asia and Middle East and North Africa, one of SocialEyez's key challenges lied in filtering the data captured to ensure it was particularly relevant to Etisalat UAE and not any of the other Etisalat operations.

Utilizing our advanced Natural language Processing (NLP) technologies as well as data mining technologies was key to the success of our project, but the critical success factor was the utilization of a **human element**.

Critical actionable data was compiled in the form of daily alerts and was sent to the client on a real-time basis (after analyzing impact of the post/comments) or on a daily basis. For example a severely negative customer service related complaint by an influencer would be flagged on a real-time basis.

Key elements in SocialEyez weekly reports include:

- **Buzz volume:** Total volume of data captured during a week, also including a comparison of their competitor volume as well as trending to show whether volume is increasing or decreasing. Volume analyzed is broken down by Etisalat-generated volume vs. user-generated volume mentioning Etisalat.
- **Measure Share of Voice (SOV)** of Etisalat vs. its competitor, once again comparing trends from previous weeks, as well as user-generated vs. Company-generated volume.
- **Most Discussed Subjects or themes:** Team of analysts manually analyzes coverage to first identify what are the issues customers talked about the most followed by breaking down coverage by subject or service area. Multiple levels of categorization exist, starting with Mobile vs. Internet vs. Blackberry, followed by technical, billing, network coverage issue, etc.
- **Sentiment Analysis**, measuring the level of tonality in relation to the brand, products, services and management. The same is measured for their competitor as well.
- **Most active users**, including what they're saying, the impact of their messages, where they are posting these discussions and if these discussions are shared by users on other social media platforms.
- **Influencer analysis**, identifying who the influencers are and what they are saying. Influencer levels are determined not only using quantitative metrics such as number of followers, but also qualitative metrics such as whether emotions expressed by influencers increase in usage amongst other users

Entry Form (Page 3)

- **Twitter engagement analysis**, including language analysis (sentiment analysis in both English and Arabic), average response time of Etisalat online customer care agents versus competitor.
- **Twitter follower analysis**, including follower increase/decrease, engagement activity to assess how active followers are, target audience analysis to assess whether followers are relevant to the brand or not, level of reach, etc.
- **Facebook engagement analysis**, including post analysis, content analysis, increase/decrease in number of fans, analysis of fan engagement to identify passive vs. active fans, etc.
- **Media content analysis** to evaluate the impact and sentiment towards client key messages and coverage on social media

SocialEyez captures on average of 12,500 results per week, related to Etisalat in general, which are then analyzed to extract only those relevant to Etisalat UAE, accounting to 3,500 / week on average

Conclusions:

The research and analysis conducted helped Etisalat to gauge user perception, analyze user generated content and to implement strategies that enhanced performance of their PR, marketing, customer service and sales departments.

Social media **analysis identified key drivers behind negative sentiment** including:

- Lack of Arabic engagement, primarily UAE nationals were highly critical of Etisalat engaging only in English
- No responses on Saturdays through social media
- Slow customer service response times on twitter
- Tone used on social media too impersonal and “machine-like”
- General sense that customer suggestions are being ignored or not valued

During Q4 2011, SocialEyez monitoring and analysis team identified an increase in negative Arabic discussions. A significant gap was identified in user engagement; many Arabic speaking users were not being assisted eventually generating a viral effect on Etisalat’s twitter page(Example: *“When you think about initiating a service in the UAE; remember that the official language here is Arabic, I ask you about eLife, you reply about Blackberry!!”*).

The research and measurement allowed Etisalat to:

- **Gain insight on user perception, satisfaction and expectations.** Utilize the information to enhance their positioning on social media
- **Action critical issues** in a timely manner
- **Enhance capabilities of the product development team** by collecting relevant and vital user suggestions and feedback.
- Create a corporate culture of **engaging stakeholders in social media** and using these for core business activity.
- **Gain competitor intelligence** by monitoring data related to the competitor and analyzing the data captured to assess user perception, brand strengths and weaknesses, campaign impact etc. and leveraging such information to help its own marketing campaigns

Results achieved in November & December 2011 as a result of effective measurement & communication:

- SocialEyez engagement team was assigned to engage with users in Arabic, upon successful engagement and **a decrease in negative coverage in Arabic (9% in a period of 15 days)** Etisalat assigned SocialEyez the responsibility to engage with users on Twitter, Facebook (Arabic and English).
- SocialEyez has been able to **increase positive brand mentions of Etisalat’s in Arabic by 11%**. Example translated: *“Thank you for this positive change and thank you for supporting out Arabic identity.. Etisalat UAE is tweeting in Arabic”*
- SocialEyez succeed in **increasing Etisalat UAE’s Twitter followers by a remarkable 43%, currently 35,857**
- **Decrease the average response time on Twitter by 67%**, the current average response time is 19 minutes. Example: *“@reachismail: @EtisalatUAE Etisalat will reply properly if you tweet only I think 101 is no use”*
- **Increase total positive sentiment by 9%**
- **Increase volume of Etisalat mentions by 26%**

AMEC Communication Effectiveness Awards 2012

Entry Form (Page 4)

- **Identified and recruited 2 brand advocates** who now frequently positive comments about their experiences with Etisalat services
- **Action user suggestions and requests** such as in the case of launching the iPhone 4S prior to year end, this subject was detected as one of the top discussed subjects on 6 separate days, Etisalat responded by ensuring the phone is launched prior to Christmas & New Years and **made the announcement on social media before any other media vehicle allowing online users to pre-book the phone**
- **Increase marketing exposure** by a 12% increase in clicks on promotional links, through customizing the offerings and planning more effective release timing using social media analysis findings
- **Etisalat effective twitter engagement publically recognized by Foreign Minister** who had a problem with his phone and decided to tweet about it, upon promptly resolving it he publically thanked Etisalat's twitter team

SocialEyez continues to handle Etisalat's social media monitoring, analysis and engagement. Etisalat is now in discussions with SocialEyez on expanding the contract scope to add Etisalat operations in other countries.

Attached are select parts of Etisalat's latest analysis report.