

CASE STUDY

Social Media Analytics Helped A Leading Logistics Player to Boost Brand Loyalty and Customer Experience- A Quantzig Success Story



The client is a leading logistics player based out of Germany. Owing to the intense competition from top companies in the German **logistics industry**, the client was facing several issues in offering customized services to its customers. To tackle this challenge, they approached Quantzig to transform its business model by leveraging social media analytics solutions to monitor the effectiveness of media investments and digital marketing campaigns.

With the increasing business complexities, it is quite challenging for companies to analyze their social media data. The sheer volumes of unstructured data sets make social media data analysis even more challenging for businesses across industries. This is the reason why top companies are relying on social media analytics to analyze and process their **social media data** into actionable insights. By leveraging advanced social media analytics solutions, companies can effectively mine their growing pool of unstructured data sets. This can further help them to gain in-depth insights into their customer behavior and interests. This, in turn, can help them to improve their business decisions and operational strategies.

Business Challenge

The client, a German logistics company, wanted to improve its customer relationships without disrupting the existing rapport between the dealers and customers. The logistics player-created social media profiles targeted to each geography, but they lacked the analytical expertise to analyze the data obtained from such social media platforms. They approached Quantzig to leverage its social media analytics expertise to analyze and quickly draw conclusions from their burgeoning unstructured social media data and convert it into actionable insights.

Solution Offered and Value Delivered

The social media analytics experts conducted a detailed analysis to understand the core business challenges and goals of the client. The devised social media analytics framework helped the client to establish better relationships with their customers and improve brand loyalty. The holistic approach adopted by our experts included three phases.

The first phase focused on combining data visualization tools and analytics to help the client **monitor** customer sentiments in real-time. This helped the logistics company to quickly reach out to customers and support them in suitable ways. The solution offered empowered the client to identify factors affecting customer decisions and understand the information flow within groups. Also, our social media analytics solutions helped the client to improve their presence on different social media platforms that further assisted them to track the opinions of their followers, proactively resolve customers' issues, and improve brand loyalty.

Quantzig's social media analytics solution also helped the client to:

- Optimize their social media marketing strategy
- Forecast sales and prepare in advance for spikes in demand
- Identify potential customer service issues before they inflict damage to the brand's reputation