

From Cost Centre to Profit Centre: TUV Marketing Team use Data Storytelling to Prove Their Strategic Value.



TUV Rheinland is a worldwide organisation that provides product testing and inspection services for all industries. Their broad range of services ensures that consumer goods are safe for use before they reach the market. The TUV organisation has been around for about 150 years and has approximately 26,000 employees worldwide.

>Welcome to Jane Lim, Regional Communications Director and Winnie Tan, Head of Digital Marketing for TUV Rheinland APAC and MEA to understand the problems the marketing team are facing.



The Problems

Jane's team is responsible for all TUV's marketing and communications activities across 28 countries. That's about 28 regional campaigns encompassing about 8000 activities in a year. "You can imagine the amount of effort and time it takes to track the performance of all the campaigns and activities that we're using."

Jane continued, "When started, been very traditional in the way we present our efforts, using Powerpoint, Excel and word. Raw Processing data, creating and reporting on so many activities takes a ridiculous amount of time and leaves us with no resources available for working on a strategy."

"It's also very hard to show our management the importance & value that we provide. The perception is that marketing & communications is a very fluffy thing. I often get confronted with "We can't see the end result" "Why are we spending so much money" "Where do I see the ROI". The kind of KPIs that marketers can use (impressions, clicks, reach-etc) are not the kind of concrete sales figures that business people feel comfortable with.

Winnie explains the manual effort involved in creating "historically to create our reports one month to one month we don't have a publisher or excel spreadsheets from all the different software and tools that we have and then merge them together manually using Excel. And then create graphs using word before copy and pasting them into Powerpoint slides manually. This contributes to up to two weeks, depending on the complexity of the data is what we're trying to analyse for that month."

Jane concludes "We've looked around the market for a very long time to find one in one solution that would members should we are very happy that we found Hugi."



Jane Lim, Regional Communications Director & Winnie Tan, Head of Digital Marketing from the TUV Rheinland APAC & MEA Marketing Team

Nugit Easily Integrates Everything

Like most B2B marketers, TUV uses a mix of online and offline tactics across numerous channels. From social media marketing (LinkedIn, Facebook, Twitter, Google Adwords), newsletters, website email campaigns through to offline exhibition seminars, training etc. Altogether they have around 28 different channels where all their marketing and communications data is stored. Each channel has different metrics and inconsistency of understanding results, making it hard for the team to track risk of the big picture. Jane explains how Hugi has helped: "Hugi builds an automatically pull our efforts from all channels into one platform. The Data Storyteller provides a summary of performance across all channels in one or even depth look at each channel - whatever we need. Everything is just a click away, it's very convenient."

"Hugi gives my team visibility of all the up-to-date, refreshed data at the click of a button. As a result, my team are very effective. We're able to monitor a particular tactic to see whether it's working or not, and make immediate decisions to get the best ROI from our budget!" - Jane Lim

Take the Hugi Platform Tour to understand the Data Storytelling Platform features and benefits.



Hugi Storybuilder has an easy-to-use Drag-A-Drop feature to build visualizations.

Onboarding to Empower the TUV Teams

Hugi Customer Success Manager Charlotte has been working closely with Jane, Winnie and the TUV team to help them get the most from the Data Storytelling Platform. "My role was to understand TUV's business needs and empower the whole team to better the best decisions possible. To get started we sat down together and asked a lot of questions. Helped us understand what TUV was trying to achieve. What do they need to include in their reports and why do they need that? It's really key for us to understand the business so we can help create stories that make sense to the client and help them achieve real business impact."

"We don't want to just replicate the reports they were building before, we want to build stories with a clear narrative tailored to the people who are going to consume the data, making it as easy to digest as possible, the want to create impact for the client as fast as possible."

TUV is a complex organisation and updating the last reporting format took nine weeks to decide the template. "One week's decided on the format of the report and we were able to produce the first dashboards almost right away while the first couple of days it was waiting for members linked at the last experience what they able to create. We can now direct data in many ways and draw some quick insights within a couple of clicks, that has created a lot of excitement."

Winnie has also been impressed with how quick the process has been, "Hugi CS team has been instrumental in getting onboarded the platform in a very short time. The team has conducted training to our marketers, team or branch answer any queries and gave them extra help suggesting how we can better process and present our data."



Charlotte, TUV's Customer Manager for the Hugi Customer Success Team.

Data Storytelling Presents Data in a Way Everyone Can Understand

TUV Marketing & Communications team used Hugi Data Story reports out to over 50 stakeholders every month. Jane explains

"Lots of the senior management are engineers or scientists. They don't have marketing expertise and don't always understand the content of our traditional reports. Hugi Data Stories takes our complex information and showcases the relevant parts in a very visual way. It makes it very consumable for people, no marketing background needed."

Jane continued, "One of the highlights of my career working at Hugi report is one of my regional executive vice-presidents. For many years he's been an engineer and he couldn't really understand what Marketing Communications was about. When we showed him the Hugi report he was like "OMG this is it. What they're trying to do. This is what you guys are doing" Now we're having really impactful conversations based on the Hugi status. He's so impressed."

Winnie adds "Our management and stakeholders especially like the fact that they're able to interact with the data stories makes our reporting process a lot more dynamic compared to the conventional presentation slides we had in the past."



Hugi's unique visualizations help to make our insights are instantly understandable

The Output... Data Stories Tailored to TUV's Audience

Jane describes the purpose of the reports that TUV produces using Hugi, "We use Hugi to produce 5 main Data Story reports. The first is a regional report which showcases the effort of all our marketing and communications across online and offline for a region across all 28 countries. The report gives all my Country Managers an idea of how value performing on the whole."

"The second report is our country overview, summarised in each country. This is something our Country Managers have never had before as they were not used to a clearer understanding of their comparative performance as a country. They use this report to drive strategic conversations during monthly meetings with local country managers."

"Hugi is definitely helping improve communication across the wider teams."

"The 3rd report tracks individual campaign performance. We have a Data Story tailored to each of our 28 campaigns. This can be very useful to see which tactics work best for each campaign, to help us improve in such a diverse range of industries, the performance of better serves a lot of stakeholders for us to see clearly our case by case basis to make the best decisions."



"Hugi is helping improve communication across the wider teams."

"We Are Not a Cost Centre" Increasing Visibility of the Value Marcomms Gives

Jane has spent a large part of her career trying to increase the transparency of what marketing and communications can do. "Often, people not internal stakeholders think that marketing & communications is a very fluffy thing. With the help of Hugi and powerful CRM we are now able to showcase the end point of a customer lifecycle and every customer touchpoint."

"Hugi was able to fully justify for every single euro that I spend, how much is translated into demand generation, sales and revenue. That's the reason we're able to move away from the idea of being a cost centre and are now considered to be a more strategic business partner. Now they will think twice about cutting my budget."

"Our internal stakeholders are really impressed. They're finally able to see where my money is going. By integrating our CRM data into Hugi we're able to see our entire customer lifecycle from start to end. The perception to demand generation finally through to revenue. Hugi is able to showcase that in a very, very clear way. It's very happy about this."

Productivity & Efficiency - More Time to Spend on Strategy

As well as improving data communication Hugi is also taking the pressure off manually building reports. Being able to automate so much reduces the risk of human error, ensures reports are always on time and frees up communication for strategy. "Our Country Managers actually don't have to prepare reports any more!" Jane explains "They like the fact that they can see the reports on the fly, week of every month without having to do any data crunching and presenting with excel sheets or powerpoints. With Hugi it's all automated they can now spend the time more strategically, looking at what worked, what didn't work and building their local marketing plans."

Winnie elaborates "Hugi's ability to connect to multiple digital marketing channels and all the marketing software stack has freed up a lot of our marketers' time as they can do a much greater value analysing the data to develop marketing plans."



The TUV Marketing team meeting on top of campaign ROI using a Hugi Data Story on screen in their meeting.

Sharing Data for Better Conversations

With multiple sharing options to suit every situation, TUV has found what works best for them. The team schedule their regular email reports and include a link to the Data Story and they can see the full story in every visual way. It allows a clear narrative to maintain consistency with the key insights in a logical order, starting from the metrics, drilling down through each channel's key figures and so on.

"Optimum speeds a thousand words!" Jane explains, "The DDP with all the real time and real time storytelling content to prove to colleagues management the value marketing communications can give."

"Everyone comes out when they receive their reports, all or most of them that takes back effort to both produce and read. Now I can just send stakeholders the link to a Data Story and they can see the full story in every visual way. It allows a clear narrative to maintain consistency with the key insights in a logical order, starting from the metrics, drilling down through each channel's key figures and so on."

Looking Ahead... No Sleep for Charlotte

Jane has enjoyed the rollout of Data Storytelling at TUV. Right now we've implemented Hugi over 28 countries and it's continues to be a success, globally we will be looking to launch it across 60."

Want to learn more about the impact of Data Storytelling with different organisations? Check out our Hugi case studies or reach out to the team to understand what it can deliver for your business.