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Nestlé Oceania

Using social media monitoring
to capture opportunities

Keeping an ear to the ground: how Nestlé Oceania uses social media monitoring to turn challenges into opportunities.

Accenture is helping Nestlé Oceania use social media monitoring to better understand share of voice, run more effective campaigns, support the creation of a new social media centre of excellence and proactively resolve emerging issues.

Client profile

Nestlé Oceania is a fast-growing arm of Nestlé, the world's largest food multinational by revenue. The regional subsidiary encompasses Australia, New Zealand and the Pacific Islands, and employs more than 5,000 people in over 70 offices, factories and distribution centres located across its Oceania region.¹

Opportunity

In 2013, Nestlé Oceania wanted to better understand what was being said about its key brands on social media. In doing so, the company aimed to better connect with its customers and be on the front foot in dealing with any negative perceptions of its products.

Such an initiative would represent a major undertaking - Nestlé Oceania wanted to analyze social media across 16 of its most iconic brands, including Kit Kat, Nescafé and Uncle Tobys. At the same time, Nestlé-related social media activity has grown rapidly.

To achieve its goals, Nestlé Oceania enlisted its long-term partner Accenture to put in place a comprehensive social media listening service.

Solution

To drive this initiative, Accenture Digital is deploying a mixed local and offshore model to give Nestlé Oceania deep, locally relevant analytics-driven insights in a cost-effective manner and is leveraging the Accenture Interactive Research and Development Center, based in Sophia Antipolis, to make use of cutting-edge technologies and processes.

Under this model, the Accenture Delivery Center scours social media channels that mention the 16 Nestlé Oceania brands. The Delivery Center team uses social media monitoring tool Radian6 (part of the Salesforce.com suite of products) to analyze social media posts and comments, and then provides its results to the Accenture Australia team.

Reviewing the reports, the Accenture Australia team refines these insights based on their in-depth understanding of local markets to identify the most relevant findings. These insights and findings are promptly shared with Nestlé Oceania's social media community managers for 'next best action' ("NBA").

In particular, Accenture's Australian specialists undertake corporate and brand reputation analysis, examining elements that are relevant within the consumer engagement such as consumer sentiment, topics being discussed (and by whom), influencer engagement and the demographic breakdown of consumers discussing the brand on social media. They also produce real-time, daily and monthly reports which detail aspects such as campaign impacts, competitor activities, consumer perceptions and broader trends in the consumer packaged goods industry.

Results

Working with Accenture has enabled Nestlé Oceania to become well equipped to capture, understand and interpret consumer discussions about its brands and competitors on social media. The company has access to an integrated social media monitoring capability that delivers actionable insights, instead of standard reporting offered by off-the-shelf social listening packages.

The service provided by Accenture is a component of the Accenture Perfect Consumer Engagement Service, an integrated set of end-to-end services and solutions that bring together strategy, technology, analytics and marketing operations to drive consumer relevance and 'return on investment' ("ROI") at scale for Nestlé Oceania.

As a matter of fact, this capability has already delivered significant business benefits as Nestlé Oceania has used direct customer insights to deepen its relationships with key commercial partners. For instance, the company has used social media data to demonstrate customer preferences for particular products, and how partners can use these trends to boost their business.

Nestlé Oceania has also improved its ability to verify the most accurate information is being communicated through social media, and any incorrect information that might be circulating can be immediately addressed. In addition, the company can better follow key influencers on social media and interact with them in more timely and meaningful ways.

Overall, Nestlé Oceania's social media listening campaign has strengthened its brand marketing approach. The company is now well positioned to build on its relationship with Accenture to expand the scope of social media monitoring and gain further benefits.

¹ Source: <http://www.nestle.com.au/aboutus/home/nestle-australia-company>

About Accenture Digital

Accenture Digital, comprised of Accenture Analytics, Accenture Interactive and Accenture Mobility, offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions, delivering tangible results from the virtual world and driving growth. Learn more about Accenture Digital at www.accenture.com/digital.

About Accenture Interactive

Accenture Interactive helps the world's leading brands delight their customers and drive superior marketing performance across the full multichannel customer experience. As part of Accenture Digital, Accenture Interactive works with over 23,000 Accenture professionals dedicated to serving marketing and digital clients to offer integrated, industrialized and industry-driven digital transformation and marketing services. Follow [@AccentureSocial](https://twitter.com/AccentureSocial) or visit accenture.com/interactive.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.