



247GRAD
CONNECT



Volksbank
Mittelhessen

CASE STUDY

**How A Major German Bank
Overhauled Their Social
Customer Experience**

www.talkwalker.com

Background

With more than 190,000 members Volksbank Mittelhessen is one of the largest co-operative banks in Germany. Volksbank Mittelhessen's 1400 employees work in 96 different offices making the bank a pillar of both the regional and national economy. Established in 1858, Volksbank Mittelhessen has a long history of providing both national and regional customers with first class banking services.

Volksbank Mittelhessen has started using Talkwalker and 247GRAD CONNECT, a web-based software that allows social media teams to manage their entire interaction on Facebook, Twitter, Instagram and YouTube, which benefits both content marketing and social customer service at the same time.

Key Results

- Significant improvement in efficiency and speed of response to incoming customer queries and messages on social media
- Strong increase in fan and follower engagement on social channels
- Team became more collaborative through using intuitive, effective social software

ESTABLISHING AN ALL ENCOMPASSING SOCIAL MEDIA SOLUTION

Aim

Volksbank Mittelhessen's goal is to provide customers on all major channels with the best possible customer service. Within this objective, customer experience on social media in particular is increasingly important. The challenge in social media is the continuous monitoring of online mentions and the need to react quickly.

Challenge

For Volksbank Mittelhessen, the specific requirement was the establishment of a professional software solution for social media management and analytics.

The most important criteria were:

- Integration of a professional social media monitoring solution, where social media and web mentions can be continuously tracked. Direct engagement from tracked social mentions was also necessary
- Publishing and planning of social media posts on Facebook and Twitter
- A centralized inbox for all incoming messages on Facebook, Twitter, YouTube and Instagram with the capability to reply immediately
- An approval process (4 eye principle) for publishing or engaging with messages

Volksbank Mittelhessen had particularly high demands in terms of data privacy and security. As a result, the software vendor needed to have the appropriate contracts for data processing, a data privacy officer and be hosted on certified servers in Germany. *“Customers have pretty high expectations when it comes to response times on social media”* said 247GRAD CEO Sascha Böhr who is convinced that businesses require powerful software to leverage the full potential of social media.

“Teams need to establish quick workflows in order to interact with their community in an effective yet diligent way.”

SASCHA BÖHR, CEO 247GRAD

Solution

Volksbank Mittelhessen implemented 247GRAD CONNECT using the Publisher, Content Planner, Helpdesk, Monitoring & Analytics modules and could therefore handle all the essential tasks of a social media department in one centralized location. For Monitoring & Analytics, the specialized technology provider Talkwalker was used. Talkwalker's flexible social media analytics platform allows data to be seamlessly integrated into 247GRAD CONNECT enabling Volksbank Mittelhessen to track all web mentions in real-time. Topics for social media monitoring were setup within the Talkwalker platform, which Volksbank Mittelhessen could access. These settings are automatically reflected in 247GRAD CONNECT. Talkwalker's wide range of filtering options and topic setup combinations also allowed for the creation of various queries so Volksbank Mittelhessen could potentially track very specific mentions and react to them. Within the monitoring module, 247GRAD CONNECT also provided important engagement functions, like the ability to answer important social media mentions or manually move mentions to the helpdesk module.

Implementation

The implementation of the software consisted of several steps. In the first step all user accounts had to be created and assigned the appropriate user rights. The social media channels to be tracked also needed to be added to 247GRAD CONNECT.

After this, relevant keywords were set up within Talkwalker. The setup of the keywords was all important as it was mentions based on these keywords that the Talkwalker social listening platform used to find relevant results. Volksbank Mittelhessen could then analyze their social mentions in the Talkwalker platform and act on these carefully filtered results through the integration with 247GRAD CONNECT. To ensure that results from Talkwalker could be directly integrated into the 247GRAD CONNECT platform, an API key was added in the settings.

After setup was completed successfully, the training of the social media and content teams took place through a webinar by onboarding specialists at 247GRAD CONNECT. The Volksbank Mittelhessen employees were also given access to an extensive database of materials where support, video tutorials or FAQ's about 247GRAD CONNECT and Talkwalker are available.

Result

The interim result after a few weeks
- The daily use of a professional all-in-one software solution for the social media team showed an improvement in social media KPIs. Using Talkwalker's advanced social media analytics and 247GRAD CONNECT's social media management, incoming messages were answered a lot faster, fan and follower engagement increased and collaboration within the team improved significantly.

Outlook

In the midterm, the aim is to involve the customer service department in the overall process. Furthermore, Volksbank Mittelhessen wants to use Talkwalker and 247GRAD CONNECT specifically for the identification of influencers on the social web.

Conclusion

The cooperation between Talkwalker and 247GRAD CONNECT allows Volksbank Mittelhessen to work on all of their social media tasks in one centralized platform. The partnership between Talkwalker and 247GRAD CONNECT offers unique opportunities to merge the best aspects of a market-leading social media monitoring and analytics solution with a professional engagement platform.

About Talkwalker

Talkwalker (www.talkwalker.com) is one of the world's leading social data intelligence companies. Its cutting edge technology provides actionable social media insights through real-time social media listening and advanced social media analytics. Talkwalker helps marketers to prove the value of their social efforts and significantly enhances the speed and accuracy of business decision-making. The Talkwalker social intelligence platform is used by over 500 clients around the world, including Volkswagen, Microsoft, Benetton, Hewlett-Packard and communications specialists such as Peppercomm, Publicis, Ogilvy and Weber Shandwick.

About 247GRAD CONNECT

247GRAD CONNECT (www.247grad-connect.com) is a web-based software for professional social media management. It enables businesses to achieve more with social media, making the daily work of a social media team significantly easier. 247GRAD CONNECT is a product of 247GRAD Labs GmbH, a technology company from Koblenz. It was founded in 2013 by Sascha Böhr, who helps global companies leverage social media.

About Volksbank Mittelhessen

With total assets of 6.7 billion euros, Volksbank Mittelhessen (www.vb-mittelhessen.de) is one of the largest credit unions in Germany. The Volksbank has 1400 employees working in 96 offices and serving over 330,000 customers. Since its founding in 1858, the financial institution has grown continuously both internally as well as through mergers. The Volksbank Mittelhessen is an important financing partner of the domestic economy and an important promoter of the entire region.



Talkwalker
12 – 16 Avenue Monterey
L-2163 Luxembourg
Luxembourg

contact@talkwalker.com
+352 20 33 35 343
@Talkwalker
www.talkwalker.com