

CASE STUDY

ONELIFE FOSTERING DIGITAL TRANSFORMATION IN FINTECH USING SOCIAL DATA



TABLE OF CONTENTS

PAGE 03	THE BACKGROUND Discover how a major financial company in Luxembourg is using Talkwalker's social data intelligence in its day to day operations
PAGE 03	THE CHALLENGE How to transition to innovative and data-driven business practices
PAGE 06	THE SOLUTION Identifying the best marketing KPIs and using social data to spur a change in mindset
PAGE 09	THE RESULTS Hundreds of thousands of daily impressions on Twitter and an improved standing of both the company and its employees on LinkedIn

THE BACKGROUND

This case study is a collaboration between Talkwalker and OneLife that shows how a major financial company in Luxembourg is using Talkwalker's social data intelligence in its day to day operations as a means of kickstarting its digital transformation.

OneLife is a life assurance specialist with over 25 years of experience which offers cross-border financial planning, asset management and wealth management services to Ultra High Net Worth, High Net Worth, and High Affluent clients across Europe and beyond.

THE CHALLENGE

For OneLife, the objective was to initiate a change of mentality in its entire company and transition to innovative and data-driven business practices. The first step in this process was aimed at modernizing the practices of the company's marketing department.

For that purpose, they needed a platform that would:

- 1 Help better understand the client and identify high-quality leads
- 2 Generate social data that could be used in different departments
- 3 Be used by employees with little technology training
- 4 Establish a measurement culture of all marketing activities within a team used to more traditional methods



FOSTERING DIGITAL TRANSFORMATION IN THE FINTECH INDUSTRY

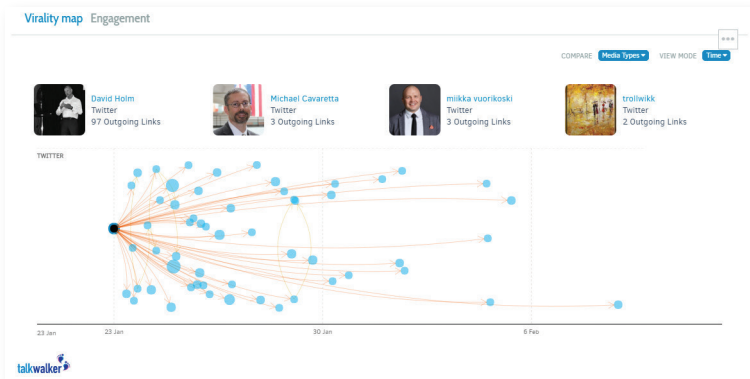
USING SOCIAL DATA IN FINTECH

OneLife used Talkwalker for a dual purpose. On the one hand, they optimized digital marketing strategy, focusing on specific markets, channels and social analysis. On the other, the platform was used to foster a change in mindset at the core of the company.

DIGITAL MARKETING

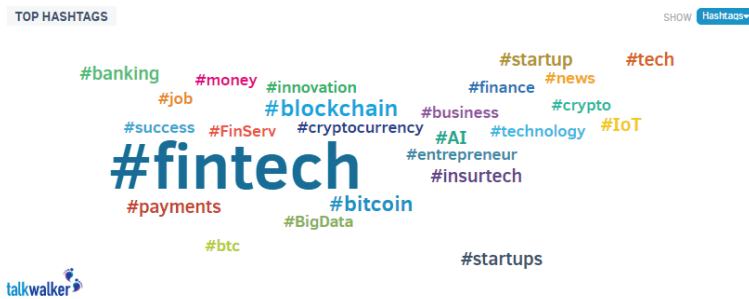
The OneLife marketing team had to define goals and identify the right KPIs to measure the value of marketing efforts in terms of:

- **Content assessment/identification of trends on relevant topics:** OneLife is active on several markets and needs to be able to identify local trending topics of discussion. Its marketing team is then able to adapt content from more mature markets to the specificities of these new regions of interest (e.g. LATAM) to build brand awareness & identify new business leads;
- **Channel analysis:** thanks to Talkwalker tools such as the virality map, the OneLife team is able to identify the best channels to spread its content on the web and on social media, based on the previous success of expert websites and competitors.



Virality map of a Twitter post from Big Data influencer David Holm (@cloudpreacher)

- **Brand monitoring:** “Every day, I received dozens of alerts straight into my mailbox that helped to understand how our brand is perceived around the world,” explains Christophe Regnault, Digital Marketing Manager at OneLife. “Talkwalker is the perfect information feed that gives me the precise information I need on a daily basis.”
- **Influencer marketing** in the US, Europe and Asia in the fields of fintech and startups.
- **Expert websites & social media channels analysis** such as management.com to identify best practices in terms of content and outreach strategy.



DIGITAL TRANSFORMATION

One of the first orders of business was to familiarize both the marketing and management teams with the platform.

“We used Talkwalker not only to get new intelligence, but also to introduce a new mindset, to show our employees how they could use social data to create new opportunities.”

Christophe Regnault, Digital Marketing Manager at OneLife

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The marketing team decided to maintain a limited number of expert Talkwalker users within the company, but each department involved in the program (currently Sales, Marketing and Global Branding) receives a report tailored to its specific needs.

This process was started by:

- **Facilitating data access:** creation of customized dashboards for easy one-click access to relevant social data on competition, influencers or topics of interest.

- **Programming alerts and regular social data reports** for different regions, in addition to the possibility to easily share customized reports with relevant departments.

- **Fostering a company culture based on innovation and big data practices:** for that purpose, OneLife started an extensive training program within its ranks with the goal to demonstrate the value of digital marketing and social networks as a whole for the company. In practice, this meant hours of workshops and coaching to encourage employees to look beyond the traditional aspects of their jobs, be active on social networks and discover new industry practices, as well as the joint drafting of a digital marketing campaign pushed by the whole employee pool.

For the sales department for example, that means receiving regular and concise reports that helps them understand current trends in their respective markets. Talkwalker data is also integrated to academic reports produced by OneLife to discuss current trends on social media and include a real-time dimension (e.g. international product studies).

Through efficient reporting, OneLife was able to get away from silo mentality and allow relevant social data to be shared at all levels of the company.

Tendances émergentes

Future ↗ 141.8%

Technology ↗ 132.5%

#machinelearning ↗ 74.3%

#fintech ↗ 54.8%

#AI ↗ 46.7%

Tendances descendantes

@MikeQuindazzi ↘ 22.5%

MikeQuindazzi ↘ 22.1%

#banque ↘ 7.1%

#startup ↘ 2.7%

THE RESULTS

At OneLife, Talkwalker has become more than a tool: it is a way to organize work and foster a goal-oriented mindset through efficient and targeted reporting.

In terms of concrete numbers, the results of this enhanced social media strategy have manifested themselves on Twitter, with **over half a million daily impressions** generated by the company's official account, as well as on LinkedIn, with a **steep increase of the Social Selling Index of OneLife employees**, who have become leaders in their industry, as well as of the company as a whole.

WHAT'S NEXT ?

In 2017, OneLife wants to take their social data analytics to the next level by combining internal data and social data to further prove the worth of their digital marketing efforts and their impact on the revenues and growth of the company in terms of cost reduction, added brand visibility and more.

Put Social Data Intelligence To Work



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