International Social Media Campaigns

- There are few good examples
- Smirnoff Nightlife Exchange is a good start
- Smirnoff asked fans and followers in 14 international cities to swap their nightlife with each other.

Challenges managing multinational SM Campaigns like Smirnoff Nightlife Exchange

- Run, track and understand online content and conversation in 14 international locations and languages.

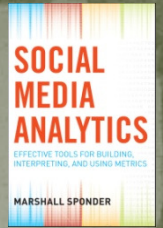- Monitor and Understand the intersection of online media affecting offline advertising (which directed readers back to online properties).

- Measure Engagement with Smirnoff Brand by connecting fans together on Facebook.

Monitoring a campaign in 14 locations, and possibly 14 languages is challenging for ANY analytics group.

Challenges of International Monitoring Solutions
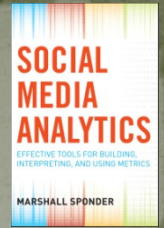
- Very few full service SMM platforms exist (Attentio, Synthesio, Brandtology), the rest are "DYI".

- Need to know culture, conventions and slang of regions you are monitoring (need people "on the ground").

- Challenging to keep track of branch or local office campaigns and operations especially, when it is a large company.

- Poor Sentiment Analysis and Geo-Location capabilities plus the lack of standards, and meaningful ways of comparing platforms and results.

- Results are difficult to replicate.

Example Issues
Western vs. Chinese –
hard to Crack

- Analyzing Western-language social media doesn't help much with analyzing Chinese-language media. But beyond the technical challenges of the language. is the importance of cultural awareness.

- **Chinese consumers are creative producers of slang, such as the 10–12 different ways to refer to "Bluetooth."** Imagine instant-messaging-style abbreviations, with specific slang and abbreviations for different industries.

- Add mobile phone terms in China that are challenging to decipher.

- Every area of the world presents similar **challenges**

Linguistic Variations

- **Regional Variants** – teens describe something amazing as "off the hook". Regional variants include "off the chain" [Detroit] and "off the heezy" [Brooklyn].

- **Intentional Misspellings and Variants** –Younger audiences (Gen-Y) misspell more frequently than Gen-X and Baby Boomers and this can affect monitoring.

- **Generational Emoticons Variants** –Baby Boomers rarely use emoticons but Gen-X audiences use more emoticons than anyone else. Gen-Y people tend to use emoticons more literally, often tying in faces to the emoticon.

- **Gender Variants** – Online identity is often questionable, due to using pseudo names in forum threads, news, and blog comments.

Synthesio Case Study
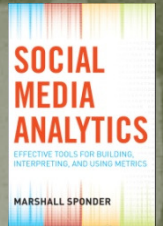
Accor is present in 90 countries with more than 145,000 affiliates. With 4,100 hotels and close to 500,000 rooms. The group's brands offer various options to suit guests staying with them for either business or pleasure.

Methodology Synthesio Used
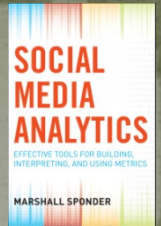
- Synthesio tracked the online reputation for several hotel brands for Accor and competitors across different booking and review sites, in English, French, German, Spanish, Portuguese, Italian, Dutch, and Chinese.

- Synthesio's proprietary technology pulls mentions of the brands into its index, and automatically analyzes the data for keyword tags, then classifies them into its corpus. The information is then crawled by Synthesio's own crawlers using highly specific queries to detect conversations on certain topics that are important for hotels, and their online reputation, meaning everything from searching for a hotel, to checking out.

- For this case, topics include all stages of a guest stay, meaning : pre-arrival, arrival, guest room, food and beverage, guest activities, and departure. Sub-topics include; parking access, check-in, lobby, hotel service, and hotel cleanliness to booking, Internet, price and payment, and check-out.

Getting the whole company involved

- Synthesio created **customized** approaches geared toward different level of clients.

- Corporate marketing – 1 dashboard
One global dashboard with all the data on all brands, hotels and competitors, globally.

- Brand marketing and operation director / country- 40 dashboards
Country based data for all the hotels and competitors for the brand.

- Hoteliers – 4,000+ dashboards
Specific data for each hotel and nearby competitors.

Cross-analyzing social media results with internal data
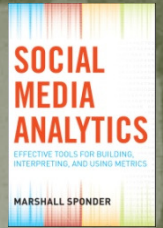
- Synthesio worked with the corporate marketing team to define a tool that analyzes Internet user satisfaction throughout all stages of a guest's stay.

- Synthesio's results are systematically cross-analyzed with other internal indicators of quality such as online customer satisfaction surveys and field tests.

Goals of the measurement campaign

- **Short term goal -> Raise Awareness and Measure Customer Satisfaction (3 mo).**

- **Mid term goal -> Identify Best Practices (1yr)**

- **Long term -> Improve Customer Satisfaction (ongoing)**

- **Definition of custom KPIs, and dashboards for each levels of hierarchy.**

- **Detection of 30 topics and sub-topics to monitor and analyze in partnership with the customer service department.**

Rollout Results
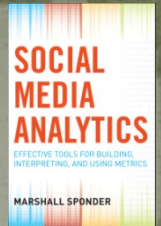
- **All** Accor hotels are now monitored and results are integrated into Accor's internal market research system.

- Accor worked on defining guidelines for hoteliers and work with content providers, (TripAdvisor) to provide more customer reviews on their own websites: **http://usat.ly/f0v8Q6**
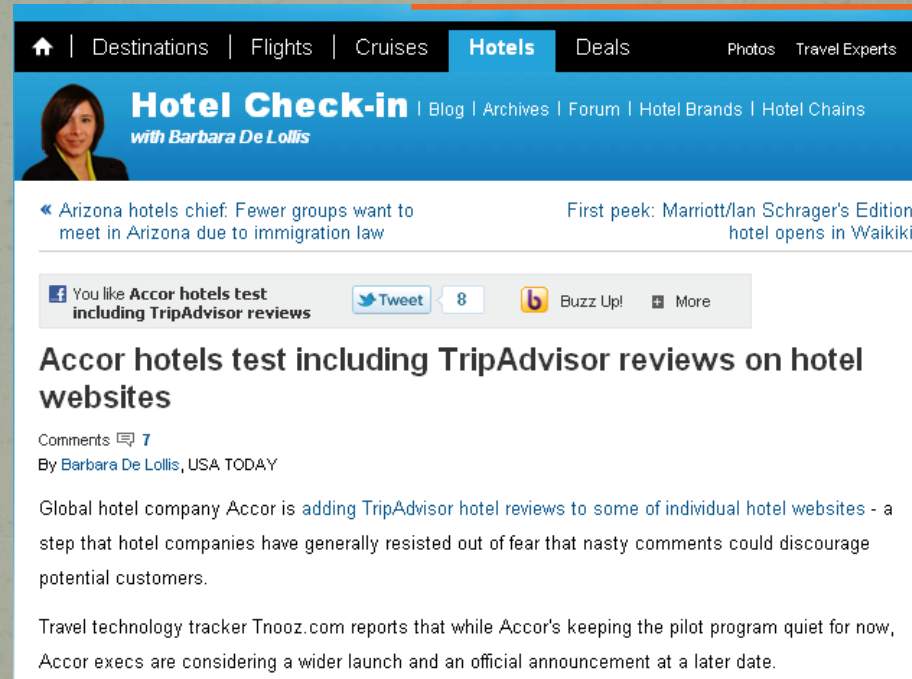

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Accor hotels test including TripAdvisor reviews on hotel websites

Comments 7
By Barbara De Lollis, USA TODAY

Global hotel company Accor is adding TripAdvisor hotel reviews to some of individual hotel websites - a step that hotel companies have generally resisted out of fear that nasty comments could discourage potential customers.

Travel technology tracker Tnooz.com reports that while Accor's keeping the pilot program quiet for now, Accor execs are considering a wider launch and an official announcement at a later date.

Why did this project succeed?

- **Factor 1 - Start Small - Think Big**

  We started Accor's project with a small set of hotels, with the idea of proof-testing our service to implement it globally.

- **Factor 2 – Get Commitment From Internal Teams**

  The corporate team at Accor worked closely with Synthesio to define the service, and customize it to their needs.

- **Factor 3 – Keep it simple**

  When working on global projects like this, there is a tendency to build complicated processes to match everybody's needs.

Key Performance Indicators CSAT

Hotel	Rank Per 1	Rank Per 2	Avg Per 1	Avg Per 2	Trend
Hotel A	5	1	60	100	Up 40%
Hotel B	1	2	81	83	Up 2%
Hotel C	6	4	69	75	Up 75%
Hotel D	4	5	72	69	Up 3%

| Hotel	Before Arrival	Arrival	Food and Beverages	Activities	Leaving
Hotel A	100	100	100	0	0
Hotel B	97	84	85	57	67
Hotel C	100	100	100	0	100
Hotel D	83	82	0	0	0

Quality Control Measures

- **Automated monitoring** to control at site level, and hotel level, that all reviews are collected. Team is alerted whenever a change appears on the content harvested.

- **Qualitative check** On a regular basis, quality project leaders work on a sample of data previously analyzed by researchers, and confirm the quality of the data set.

- **Client's comments** On each dashboard, the client (hoteliers or brand managers) can alert Synthesio of a wrong classification (topic, sentiment).

Issues encountered
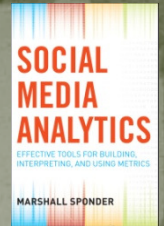
- For Synthesio the main challenge was data extraction.

- For Accor it involved internal clients in the process.

- For both, the Cultural, semantic, numeric, difficulties with, or adapting to, interoperable or cross-usable data presented numerous challenges.

- Semantic tools can only be used for a broad top-line analysis. The 30 topics analyzed in 8 languages need a human understanding.

Issues that arose
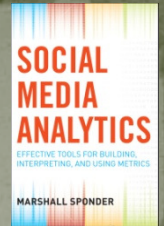
- Staffing or communications challenges (internal or with client).
  - Synthesio's specialty is to work in **30 languages**;
  - we had the staff to scale the project quickly, including 3 months of R&D to figure out how to pull and assemble data.
  - The internal clients' awareness was overcome by Accor, installing rewards and training programs to complement the tracking of hotels' online reputations, to motivate their employees for "their" brands, and to train employees on how to better respond to online comments.
- Rather than sift through sites that are far different from one another, the Accor marketing departments can now compare directly.
- Accor can now get an overview of its online reputation in **just a few clicks**.

Main Findings and Benefits

- Accor solved the following problems:

- Detecting hotels with a bad reputation and alert hoteliers on the importance of customer satisfaction.

- Finding new insights.

- Increasing overall online reputation by 55%.

Conclusions

- Accor brands' customer satisfaction has been increasing steadily over the past 2 years. Within the group, the Novotel brand has seen the **volume of positive feedback increase by 55% in just 1 year,** while the number of negative comments has stagnated. The brand has also been able to quickly identify and resolve customer issues that used to be difficult to understand.
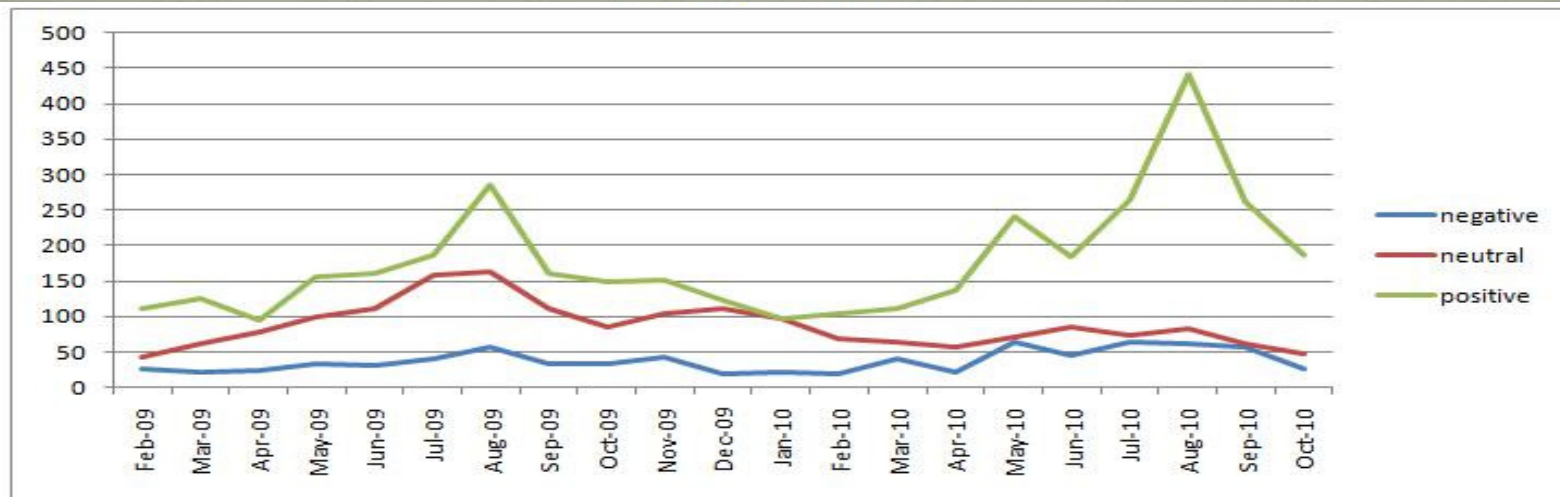
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