



Case Study/ **MoneyGram**

Leading the way in the industry: **Introducing the Command Center**



At a Glance/ MoneyGram

Background

MoneyGram, a leading money transfer company, provides essential services to consumers who are not fully served by traditional financial institutions.

MoneyGram offers worldwide money transfer services in more than 200 countries and territories through a global network of 347,000 agent locations, including retailers, international post offices and banks.

MoneyGram also offers bill payment services, issues money orders and processes official checks in select markets.

www.MoneyGram.com

Key Results

- Leading the way in the industry to employ the use of a social media command center
- Brought social intelligence into the day-to-day business operations
- Enhanced ability to understand the voice of their customers



The Story/ Meeting customers' needs since 1940

The Goal

MoneyGram provides access to fast and reliable person-to-person money transfers in nearly every country in the world.

The organization takes pride in offering a local service to their millions of customers worldwide, and ensures that top level customer care is always available – no matter where the enquiry comes from geographically.

Money transfer services are a big business and the industry is growing steadily. With a growing number of vendors in the market, it's easy for large financial bodies to be faceless entities. MoneyGram wanted to be different. MoneyGram aims to build relationships with the customers they serve. They want to ensure they are always available to assist when others cannot, especially as customer behaviors change in the era of social media.

“With the extensive presence of social media, there are multitudes of conversations occurring at any time about the MoneyGram brand.” Juan Agualimpia, MoneyGram's Chief Marketing Officer and EVP, Latin America and Caribbean.

The Challenge

With a new, strengthened focus on social, MoneyGram wanted to globally evaluate at a glance where the conversations about their industry, products and competitors were happening online.

Being able to engage with customers clearly and quickly can be a struggle when there are multiple time zones, countries and languages involved. MoneyGram needed a way to make complex social data accessible to inform top-level business decisions. They needed the data to be visual, simple, and real time.

They needed a social media command center.

The Solution/ Recognizing the importance of social

Breaking new ground, MoneyGram worked with social media command center experts at Ideacage to design and install a command center.

Ideacage consulted with MoneyGram on their deployment, and following a review of the tools available, they chose Brandwatch Vizia as the technology to power the trail-blazing installation.

“Working with Brandwatch, our team distills information to determine relevant content versus comments unrelated to the company. It was an exciting challenge to perfect the backend system to ensure that accurate and meaningful information is displayed.” Christina Martin, MoneyGram's Vice President of Digital Marketing.

A commitment to offering the best to customers/

MoneyGram values **innovation** and **technological advancement** to help better serve their customers.



Advanced Innovation

“As we continue to grow our self-service channels which offer consumers multiple options for sending and receiving money, we’ve increasingly focused on the importance of hearing directly from the customer to ensure we are building the best tools possible,” said Agualimpia.

MoneyGram tracks all mentions of their brand, and uses powerful segmentation features to pinpoint each one to an individual city. This set-up allows the brand to triage and react appropriately to inquiries.

“The MoneyGram Command Center provides our team with a holistic view on what customers are saying about MoneyGram and monitors questions or concerns so that we can respond quickly,” said Lindsay Conant, MoneyGram’s Senior Manager of Social Care and Digital Marketing Analytics.



The installation, with data and visuals powered by Brandwatch Vizia, contains multiple scenes – each displaying real-time information on a variety of social media metrics.

The bright, intuitive, on-screen graphics allow MoneyGram’s data analysts and other business functions to check in at any time and see exactly what people are talking about online, around the world.

“We are always aiming to elevate the customer experience, the Command Center enables our business leaders to make more informed and proactive business decisions that improve the customer’s interaction with our brand.”

Christina Martin
MoneyGram’s Vice President of Digital Marketing

Listen, Learn, React

As well as brand chatter and industry discussion, MoneyGram is also set up to plug into conversations about their marketplace, including competitors.

This means they can uncover insight around how people use their services and check sentiment around both their brand and how it relates to competitors – crucial for creating benchmarks.

By monitoring the share of voice in the past month alongside the past week, analysts at MoneyGram are able to spot whether something has happened to shift the share trend and act accordingly.

When MoneyGram launched their ‘Max’s World Adventures’ campaign – a fun, character-driven campaign aimed at children – they noticed a clear leap in their share of voice in that week, in comparison to their usual ‘normal’ share trend.

This suggested that the campaign was popular, and the fact that they could then

dive deeper into the data to see what exactly people thought of it was even more useful.

The Future

The installation is changing the perception of social within the organization. MoneyGram’s customer service representatives monitor and respond to customer inquiries 24 hours a day, 7 days a week.

The command center is highlighting the MoneyGram social care team’s great work and the high-touch relationships they are creating with their consumers.

“Our return on investment is more qualitative than quantitative. We’re focused on understanding the voice of the customer, connecting with all of our local markets and bringing the online world into the day-to-day business operations. The MoneyGram Command Center has helped us achieved all of these goals,” said Conant.

About/

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Brandwatch

Brandwatch is one of the world's leading social media listening and analytics technology platforms.

It gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

The company grew over 100% year-on-year in 2013, has won awards for its technology and renowned corporate culture, and regularly wins accolades for its impressive growth. The Brandwatch platform is used by over 1000 brands and agencies, including Whole Foods, Verizon, Whirlpool, Pepsico, British Airways, Sky, and Dell.

Now You Know.

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