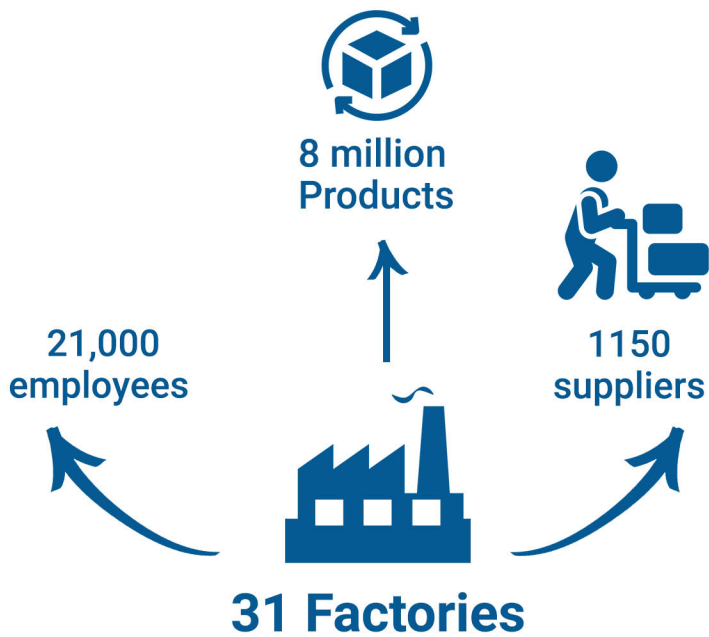




How an **FMCG** **Brand** optimized their **CX**



They have created market leadership over the years in the branded milk & other dairy products sector being the leading Indian FMCG brand, it is one of the biggest organizations to own such a vast distribution in India, ranging from edible oils and processed food, also it caters to the daily requirement of households.

This is the leading dairy product FMCG brand, a wholly-owned subsidiary of the national dairy development board.

The company has 21,000 employees working in 31 factories, and more than 1150 suppliers and the product is available to more than 8 million in pan India.



It's a milk manufacturing giant that provides employment to the farmers by sourcing fruits and vegetables from farmers/growers associations and oilseed grower cooperatives. Out of the 3 A's of Marketing - Availability, Acceptability, and Affordability, they have already endowed the first 2.

The availability is not limited due to their strong distribution strategy and the product is acceptable to millions of consumers. Now the 3rd essential marketing factor - Affordability, they are working on the strategy, structure, and performance.



Bargaining power of the customer

There are high numbers of customers who use similar products, the only thing which differentiates one from the other is loyalty. Brand loyalty by a customer is a reward for a brand, but a brand should never fail itself in the consumers' minds.



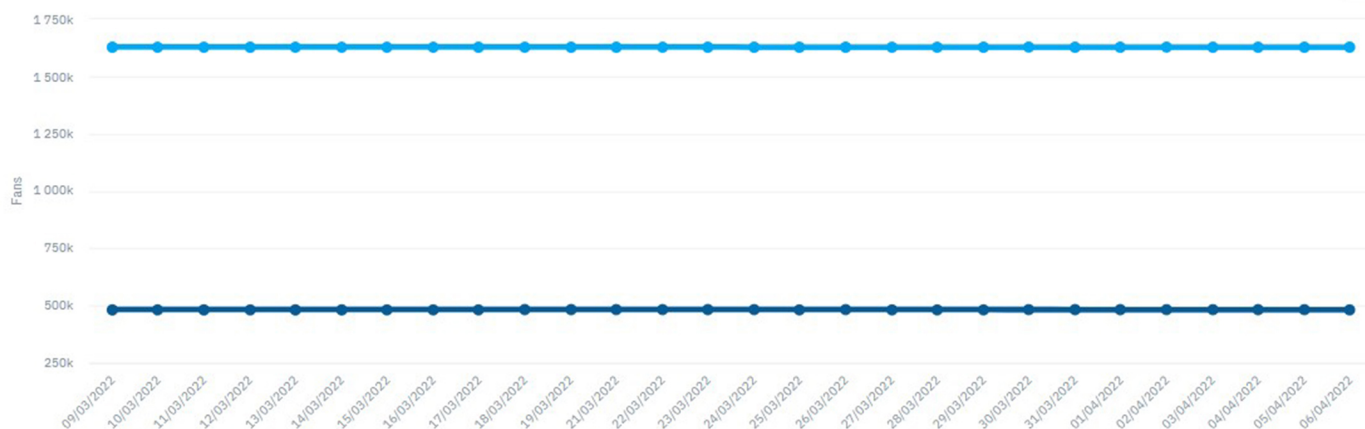
As they run in a competitive background, they need to ensure they provide the best service to the consumer no matter which part of the country we belong to. They have been an integral part of our daily lives.



Objective

It is an essential item that consumers continue purchasing frequently in their daily lives as FMCG consumers have a short time, which means they are likely to switch easily from one product to another in a jiffy. As a brand, it is very crucial to know what their buying habits are and for the consumer to keep choosing a brand they have to maintain a healthy relationship and how they feel about the overall experience.

Fans OverTime



Brand 1 has the most number of Fans changed in the selected duration : -1,203 ,followed by Brand 2 -432 as the most popular week which accounts to

This is done through:



Common branding



Centralized purchases



Centralized quality control

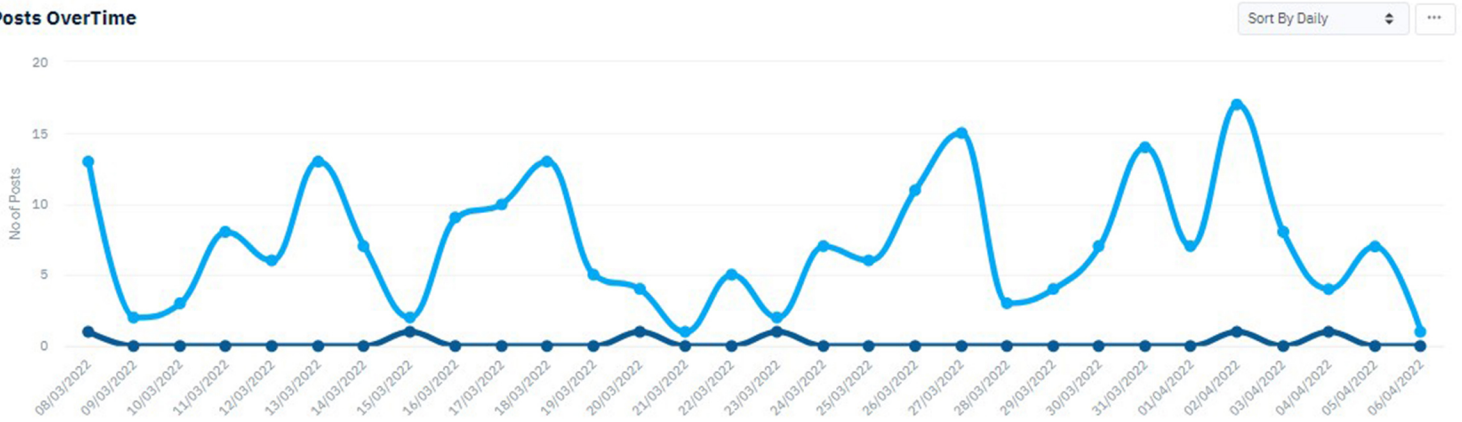


Centralized marketing



Pooling of milk efficiently

Posts OverTime



As consumers spend more time on social media because it is a tool through which a brand knows what people are talking about, this type of information would help make strategic and informed decisions.

Improving the quality of customer interaction and creating trustworthiness among consumers is their top priority and objective.



Challenges

Reactions Summary

Based on total reactions of **11.96M**, **11.94M** of our users are happy with our content and **16,769** users are unhappy.

Being in the FMCG sector it is highly likely to get negative reviews from customers, in this age of social media the consumer experience goes beyond simply purchasing the product. So the brand has to respond to its customers promptly without further delays.

Creating an impression which fulfills the customer experience by building a positive position and also they feel heard when a brand responds quickly. Keeping a track of all the mentions which were on social media and extracting data became a bit of a challenge overall.

Engagement Summary

AVERAGE ENGAGEMENT PER POST IN THE LAST 30 DAYS WAS

9164.37

IF WE EXCLUDE THE BEST PERFORMING POST THEN THE AVERAGE ENGAGEMENT WAS

9060.26



Opportunities

As the population is increasing, the FMCG sector will also grow rapidly due to the consumer growth across sectors, the company can very well utilize the situation as more of the youth is turning to the digital platform this can help improve the brand image and paint a positive picture

One of the biggest trends that have shaped the industry is the steady rise of the digital consumer. Right from the millennial generation they all are choosing to buy online and this has become a lifestyle that transcends generations, as the internet plays a key role in the rise of the economy, this has become more convenient and cost-effective.





Why Konnect Insights

It helped them to get comprehensive and real-time data which is the best tool for an FMCG company because the volume of data is hard to manage, as Konnect Insights coverage provides all the facets of the solution.

A consumer who turned to digital platforms to get his query addressed in return does not get any reply can lead to an escalation of bad customer experience. Therefore, A company that is keen on social media monitoring and responding to customer complaints has a high potential for customer retention, to handle such a volume of data Konnect Insights skims and highlights customer complaints and assists in all aspects of the process.

PROFILE	TOTAL FANS	ENGAGEMENT	ENGAGEMENT AS % OF FANS	ADMIN POSTS	ENGAGEMENT ON ADMIN POST	ENG. ON ADMIN POSTS AS % OF FANS	ENGAGEMENT AS % OF REACH (PREDICTIVE)	TOTAL FEEDS
Brand 1	1.63M -0.07%	411.2K -38.4%	25.27 -38.4%	214 34.59%	411.2K -38.4%	25.27 -38.4%	0.078 -8.24%	231 25.54%
Brand 2	482.2K -0.09%	59 0%	0.01 0%	6 -33.33%	59 0%	0.01 0%	0.263 -8.36%	6 -33.33%

Also offers a smart and comprehensive dashboard and statistical report to sift through the huge blocks of unstructured data and highlights the hidden trends.

Customer relationship management (CRM) using data to engage with customers is one of the crucial aspects that Konnect Insights offers, the usage of this technology can definitely reduce time and build customer interaction.



Conclusion

Using Konnect Insights where data becomes the DNA of the business, leading FMCG brands are able to take advantage of automation and analytics and it has impacted and accelerated the business.

Konnect Insights is an omnichannel customer experience management platform. It offers one solution and helps brands to become customer-centric. Brands leverage Konnect Insights to create brand awareness and gain customers' trust and loyalty. It also helps brands to create an enhanced social media presence.



