

# ITC's Strategy



## To Drive Informed Business Decisions & Understand VOC With Simplify360

### OVERVIEW

ITC Limited is one of India's oldest and largest global conglomerates, with over 100 years of experience. ITC's portfolio includes Hotels, Paperboards and Speciality Papers, Packaging, Agri-Business, Packaged Foods & Confectionary, Information Technology, Branded Apparel, Personal Care Stationary, Safety Matches, and other FMCG products.

ITC operates over 25 global brands like Vivel, Savlon, Classmate, and more. ITC is the only company of its size and scope to be carbon, water, and solid waste recycling positive.

The conglomerate is still evolving, with a 2020 vision of increasing revenue and becoming one of India's most trusted brands. For ITC to achieve its goal, a transformative shift in customer engagement was needed.

### CHALLENGE

ITC prides itself on always taking the customer-first approach. The need was to have a data-driven platform that could provide them with market insights and feedback in real time, enabling decision making capability.



Naturally, they wanted a better understanding of their customers' sentiment towards their brands and products. They needed a simple platform to help them listen to customers' experiences and expectations in real time. They also wanted a system that was integrated with multiple other platforms that they used like CRM, Loyalty, etc., so information could be consolidated.

ITC being a large brand, covers FMCG, clothing, and personal care industry. The data resource included eCommerce reviews, social, news, trade sites, etc. Thus, it was a challenge to create an analytical report well-suited to the need of different teams. Another major challenge was viewing data in silos and not having a centralized platform capable of projecting the big picture and driving informed business decisions.

ITC required analytics capabilities to give enough coverage, granular level data, and insightful real-time, daily and monthly reports.

## APPROACH

ITC kickstarted the process by starting with integrating the social media channels for all 25 of their brands onto Simplify360's omnichannel platform. They then went on to track customers' conversations across channels. They set up keyboard tracking specifically for the FMCG and personal care brands. To this, e-commerce review data was added. Additionally, the data from 100+ sites with active conversations related to ITC, was also incorporated.

These conversational analysis, and review analytics were then applied to develop relationships with customers and discover key factors influencing engagement and purchases.

Geared up with customer insights, ITC intended to use them to make more informed business decisions. Using Simplify360's social listening capabilities, the company's core and regional teams can now examine all data from millions of users across thousands of products owned by ITC. This enables teams to evaluate consumer data at scale, find opportunities, and develop marketing plans based on what the data indicates in real-time.

Some of the analysis include National Tobacco Industry Analysis, Cigarette Industry Analysis, Brand Product-wise Analysis, Competitor Analysis, News Analysis & International Tobacco Industry Analysis, Reach, Engagement, Data Source, Reach by Source, Source-wise Engagement, Daily Trend, Sentiment, Top Influencers, Region Analysis, Top Trends, Top News, Anti-Tobacco Groups Conversations, Competitor Conversations, Total Buzz and more.

Competitor benchmarking was the next step that ITC took, along with tracking competitors' performance; they also monitored brand chatter to identify critical scenarios and prevent further escalation of issues. Amazon is one of ITC's primary eCommerce platforms; they collect reviews to map user feedback for product enhancement or adjustment.

## RESULTS

ITC has been ecstatic with the outcomes of its collaboration with Simplify360. Using the tailored, reliable dashboards supported by strategic partnerships, ITC was able to see these outcomes:

- 1 One Holistic and Integrated Solution**
- 2 25 Brands Monitored from One Platform**
- 3 1000 Sources Managed**
- 4 Region analysis, Top Trends, Top News, Top Influencers**
- 5 E-Commerce Analysis for Price, Performance etc.**



GET IN TOUCH

+91 7019238162 (IND), +1 (512)539-0360

[contact@simplify360.com](mailto:contact@simplify360.com)