Case Study: Cover-More Group
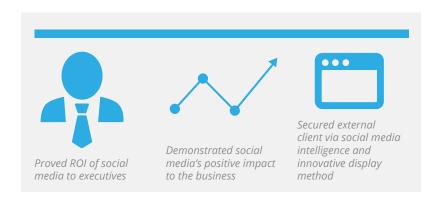
Visualizing the ROI of Social

The heart of travel insurance provider Cover-More's social efforts is its Social Media Command Center, a unique way to provide customer feedback and performance metrics in an easy-to-understand visual display. Here's how the social media team took control of the unwieldy task of presenting analytics and came out looking like stars.

Cover-More Group

Cover-More Group is an Australian-owned global travel insurance and assistance group with offices in Australia, the United Kingdom, China, India, New Zealand, and Malaysia. Each year, Cover-More provides insurance policies for over 1.6 million travelers, manages more than 70,000 insurance claims, and helps more than 42,000 customers with emergency assistance.

Proved ROI of social media to executives

Demonstrated social media's positive impact to the business

Secured external client via social media intelligence and innovative display method

What They Did

Cover-More had three main objectives in building a Social Media Command Center:

- **To prove the ROI on social media efforts to stakeholders.**

- **To provide a snapshot of Cover-More's social media presence to the board of directors.**

- **To give a real-time feel to reporting and automate the process.**

At the board level, Cover-More needed to be able to show a snapshot of how the company's social strategy was progressing, particularly in comparison with competitors. They were also keen to show executives how social media could benefit the business and not just be seen as a risk. However, the social media and eCommerce teams wanted to know how their activities were tracking on a day-to-day basis. Reconciling the reporting needs of executives and practitioners was proving difficult.

Once a month, Lynton Manuel, Cover-More's Social Media Manager, would populate a spreadsheet with data from each of the company's social network profiles, in an attempt to put the various channels and results in context with one another. The process was inefficient and labour-intensive: dedicating half a day each month to compile a "pseudo dashboard" became the norm. Manuel presented an overview of status, successes, and challenges to the Board of Directors monthly, but the Board was most interested in a visual snapshot.

Realizing that executives—or anyone within the business that doesn't have knowledge of different platforms—needed a more simplified, visually attractive way to interact with the data, the social media team decided that Hootsuite's Social Media Command Center was the solution.

How They Did It

The Cover-More social media team needed to bring social media intelligence into the company's nerve center via a large display in order to inform and impress viewers. So, with the help of the IT department, they set up a 60-inch television in a prominent location where employees, executives, and potential clients could see it.

The team decided on what they wanted to display and set up the Command Center using a number of adjustable Hootsuite widgets via a simple drag-and-drop process. From there, it was just a matter of adjusting the Hootsuite Analytics, Streams, and Monitoring features to customize the display. The team picked specific widgets like Mentions, Sentiment, Exposure, and Sharing, making it quick and easy to choose what information meant the most to them, to the executives, and to prospective and current clients.

> "When you can see visual data and comparisons to competitors on a 60-inch screen, it can be surprisingly motivating."
>
> *Lynton Manuel, Social Media Manager, Cover-More Group*

By integrating the Social Media Command Center, the social media team was able to:

- **Show the positive impact of the social media team's efforts to executives.** After the Command Center went live, a senior executive saw the most recent Tweets and remarked, "I didn't know we had people saying thanks on Twitter. This looks fantastic."

- **Increase employee engagement and morale.** Employees were able to quickly understand the real-time data, which demonstrated the company's leadership in the social media sphere.

- **Customize the Command Center screen for maximum brand visibility.** The company's graphic designer created a custom background image and incorporated style elements to make sure the Command Center was visually appealing and on-brand.

The Results

Within the first few weeks of operation, the Social Media Command Center had not only impressed the executives and colleagues at Cover-More, but external clients as well. A visiting prospective client saw the display and, recognizing his own company name in the feed, was impressed enough with the Cover-More's digital savvy that he signed up with the company.

With relatively little set-up time and effort, the social media team had improved its own efficiency (no more monthly spreadsheet updates) and had provided specific examples of how their efforts were directly impacting the business.

Learn more about creating a Social Media Command Center for your business—request a demo now.

"The Social Media Command Center has also been a great way to highlight successes. Before the Command Center's deployment, many employees didn't know that Cover-More had such an active Social Media team."

Lynton Manuel, Social Media Manager, Cover-More Group