LISTEN AND RESPOND IN REAL-TIME

NTUC Fairprice Co-operative Ltd (NTUC Fairprice) manages multiple retail formats and it has always been a challenge for them to synthesize large volumes of data in mainstream media and social communities, and to make sense of them.

Prior to Meltwater, hours were spent manually searching for articles online and in print publications, identifying sentiment and sorting them for analysis. Subscribing to Meltwater has not only helped to reduce a significant amount of time the team spends on monitoring news and social media chatter, with engagement tools, NTUC Fairprice is also able to make informed judgements and react quickly to customers’ questions and comments.

GATHER INSIGHTS FOR MULTIPLE RETAIL FORMATS AND DEPARTMENTS

Monitoring social conversations across various channels allow NTUC Fairprice to hear direct feedback and validate the strategy implemented for each campaign, tailoring the changes to suit their requirements. Ad-hoc searches ensure that all coverage on latest trend topics are captured, allowing the team to quickly assess and respond to worthwhile media opportunities in real time. Articles are categorised and easily exported from Meltwater dashboard for each relevant departments’ analysis and understanding.

As a result, the respective team is able to make informed and actionable decisions, which forms the feedback loop in their day-to-day operations.

MELTWATER ENABLES NTUC FAIRPRICE CO-OPERATIVE LTD TO

- Monitor Multiple brands across multiple channels
- Schedule & Manage communications effectively
- Report actionable insights to departments
ASSIGN MEDIA MENTIONS TO RESPECTIVE DEPARTMENTS

Each team member has a customised report that they receive based on the brands that they take charge. Using the Mobile App also helps them to be equipped with the latest news at their finger tips. Instant notifications on selected keywords prepares the team to attend to any crisis that might arise in real time.

A weekly social media competitive dashboard report allows the team to be kept up to date with their competitor’s trending activities and evaluate the success of their strategies. Targeting key metrics like media exposure and share of voice, the team is able to benchmark their brand against the other brands in the market.

KEEP ABRIST OF THE LATEST TRENDS IN THE INDUSTRY

“Meltwater helps us to efficiently and conveniently track industry developments, along with what is being reported on the co-operative in the online space.”

Winston Ng, Corporate Communications Senior Manager.

MANAGE SOCIAL MEDIA CHATTER EFFECTIVELY

“Meltwater has been an essential tool for us to manage the social media chatter. Through it, we have been able to get a consolidated view of the conversations and respond timely.”

Poh Yu Seung, Content and Digital Marketing Manager

MEDIA INTELLIGENCE DRIVES SUCCESS

Meltwater provides the tools you need for actionable insight and effective response during spikes in media coverage.