



socialbakers

M **ethos.**

## A 61% BETTER RESPONSE RATE WITH SMART COMMUNITY MANAGEMENT

*How McDonald's KSA and their agency Ethos Interactive became an industry leader in community management*





## MCDONALD'S KSA & SOCIALBAKERS

### #1 RANKED CUSTOMER CARE GLOBALLY

Proactive community management is about leveraging the opportunity to connect more deeply with your customers, long after your content has gone live.

Ethos Interactive and their client McDonald's KSA understands the value of timely and personalized community management first hand.

By partnering with Socialbakers, McDonald's KSA was the **#1 Socially Devoted food retail food brand globally** in two consecutive quarters with 61% better response rate and 5 hours and 30 minutes faster response time than the Retail Food industry benchmark.

But meeting KPIs is only part of the story. More importantly, the iconic food chain was able to grow their business, by fostering great relationships, increasing brand loyalty, and improving customer satisfaction overall.



# RANKED #1

*Socially Devoted Brand  
in Retail Food Globally  
on Twitter*

*Q1 & Q2 2018*



## 41%

*Customer Questions addressed  
in under 10 minutes*

## 61%

Better Response Rate  
5 hours and 30 minutes faster

*Compared to the Retail Food Industry  
benchmark*

## 75%

*Customer Questions addressed  
within 1 hour 40 minutes or less*



## THE RESULTS

Smart community  
management drives  
results. **How?** →



## THEN THE CHALLENGES MCDONALD'S KSA FACED

### DISJOINTED COMMUNICATION

Coordinated efforts between team members needed to improve in order to drive the kind of results they desired

### MISSED OPPORTUNITIES

The lack of proactive community management resulted in comments falling through the cracks and longer response times

### DIFFICULTY REPORTING

Teams were unsure of how to best measure and report on their performance, a key component of superior customer care



## NOW PARTNERED WITH SOCIALBAKERS

### ENHANCED COLLABORATION

They now have the ability to coordinate across teams, assign posts, and manage workflows without ever having to leave the platform

### QUALITY ENGAGEMENT

Instant notifications and internal cues like notes and assignments ensure that every comment can be addressed in a meaningful way

### SMOOTH REPORTING

Comprehensive dashboards complemented with sentiment analysis helps them demonstrate their strengths and weaknesses in an instant



**“ Every customer engagement is an opportunity to enhance our relationship and create a great experience for our community. That’s why Socialbakers is an integral part of our community management strategy.**

**With an easy-to-use interface we have the ability to close the gap in cross-team communication so we can give our customers the attention they deserve.”**

#### **OSMAT AWAR**

Head of Corporate Communication and Social Responsibility at McDonald's RICC



# THE FINAL RESULT



## 61% BETTER RESPONSE RATE

**McDonald's KSA ranked at the top for customer care in 2018 for two consecutive quarters** – with 61% better response rate and a 5 hour and 30 minutes faster response time than the Retail Food industry benchmark.

## HAPPIER CUSTOMERS

With instant notifications, McDonald's KSA and Ethos Interactive started timely and thoughtful conversations with their community members, which resulted in higher satisfaction.

## IMPROVED COLLABORATION

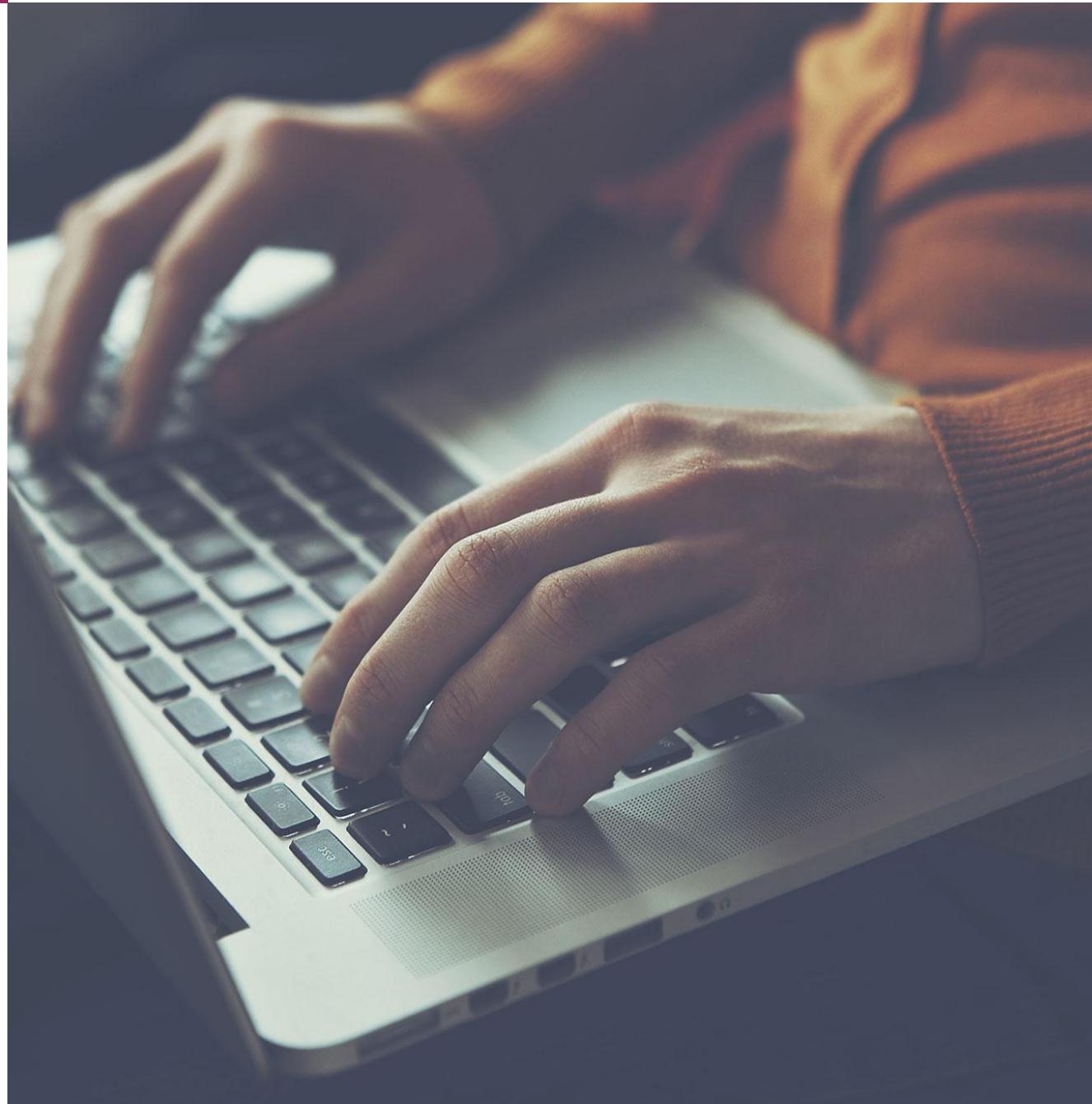
McDonald's KSA and their agency were able to streamline their communication which helped unite two different teams behind common goals.

## CLEARER GOALS

With an organized community management workflow, McDonald's KSA was able to spend more time creating engaging content which impacted audience growth and retention.

## A SMARTER WORKFLOW

With an end-to-end solution, McDonald's KSA was able to measure and track progress in real time through comprehensive dashboards.



## WHY SOCIALBAKERS IS RIGHT FOR YOU

- The ultimate AI-powered social media marketing suite, empowering businesses to make great connections on social
- Easily integrates with the tools and platforms you already use, bringing key insights to all your biggest decisions
- A user-friendly environment for productive collaboration across all team sizes and structures

[Try it Now](#)