

# NUVI focus

issue 1



**Helping Brands Own  
the Conversation**

**Hertz - Client Highlight**

**Christoper Ranch - Client Highlight**

**Nuvi Listen - Service Highlight**



## Empowering Enterprise Brands

**L**ess than a year ago Brickfish acquired **Nuvi**. This brought together the best of both worlds, uncovering key insights and putting them to action in a collaborative environment. Now we take another major step forward in the industry for enterprise brands.

We are now going to be known as Nuvi. With this change, we are excited to announce our unified solution that empowers enterprise brands to listen in real-time, plan, publish, engage, and analyze with the only platform built with teams in mind. Nuvi's solutions are constructed to allow you and your team to lead rather than react. Nuvi's integrated management solutions give you the power to take control of your brand in a collaborative environment, breaking down barriers to help your brand reach new heights.

**Why does this matter?** If you look at a landscape of the companies in the media marketing and management space, you see hundreds of companies and an overabundance of single-point solutions (software that does just one thing). Brands have to cobble together software that doesn't even connect with each other which creates more problems than solutions.

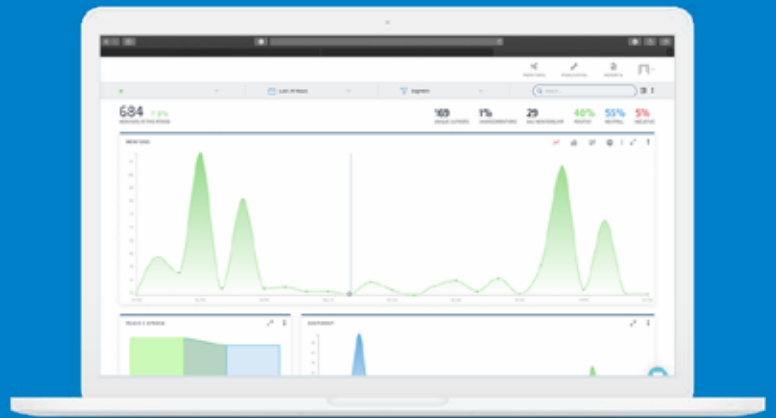
That's where Nuvi comes in. One solution to empower you to own the conversation around your brand. One platform where you can manage content, processes, and results. One partner that brings your teams together to streamline your workflow. One solution that uncovers key insights that connect you with your audiences. One company trusted by many of the world's top brands. One solution to help you win.

We are excited to be able to show you our award-winning solutions. We are excited to be your partner in success.



# NUVI listen

Intelligent, intuitive, real-time social listening.



## Real-Time Monitoring

- Collaborate between departments using tools built for teams.

## Identify Opportunities

- Instantly tell how many posts you have scheduled, for how many accounts, and for what topics in an easy to use universal calendar.

## Monitor Campaigns

- Easily set repeating posts and channels and get a reminder in email, slack or more of status updates and internal comments.

## Crisis Communication

- Easily set repeating posts and channels and get a reminder in email, slack or more of status updates and internal comments.



listen



plan



publish



engage



analyze



# What Drives You?

## Client highlight

**T**he Hertz Corporation operates Hertz, Dollar, and Thrifty rental car brands with thousands of locations across the globe. Hertz is recognized worldwide as one of the largest vehicle rental companies.

With millions of customers, the Hertz Corporation aimed to improve service through social customer care. Hertz needed a way to resolve customer issues to reduce overall negative sentiment surrounding their brands. They realized slow responses influenced purchasing decisions.

Over 67 percent of consumer complaints weren't being responded to, and if they were, it took over five hours. Negative sentiment was at an all-time high.

Hertz partnered with Nuvi's social management team to implement a new social customer care strategy and respond to more customer complaints in a timely manner. To shift sentiment on social Hertz needed to focus on the quality of response. Nuvi and the Hertz team revised current practices and response guidelines to focus on the overall customer experience on social.





The renewed customer care strategy allows the brand to continue to provide exceptional service 24/7 while also providing an unparalleled customer experience. Social customer care responses now offer more clarity to customer issues and situations, while new policies and action plans were developed to allow quicker and more satisfying resolutions. The new strategy and process allow the teams to proactively resolve any operational issues that customers voice on social.

**The results speak for themselves. With Nuvi, The Hertz Corporation:**

- Received a Shorty Award for best in class social customer care.
- Decreased their First Response Time (FRT) by 89.2%.
- Lowered overall negative sentiment by 19%.
- Increased their JD Power ranking a total of 26 points.
- Messages with negative sentiment decreased by 24% while incoming messages increased by 74%.
- Since 2017, Hertz has been ranked as the #1 RAC customer service brand on Twitter.





## **Disaster Relief**

During Hurricane Harvey in Houston, Twitter proved as the best communication method for disaster relief outreach. On Twitter, the Hertz Corporation assisted customers effectively and brought in more fleet. Hertz also used the platform to connect with Influencers traveling to Houston for relief efforts. Influencer Stef Michaels, known to her millions of social followers as @adventuregirl, noticed that Hertz was actively using Twitter to engage with citizens. En route to Houston with over 1,000 dog food bags for displaced animals, Stef tweeted @hertz to partner on this important journey. Hertz provided Stef with an SUV to transport the food to shelters leading to increased engagement, reach, and positive sentiment.



## **#HertzToTheRescue**

Heath Hussar, an influencer with over a million Twitter followers, tweeted that his pickup truck was stolen. The Hertz customer care team quickly hooked Heath up with a pickup truck rental. His followers jumped in on the conversation and created the hashtag #HertzToTheRescue, which tremendously increased Hertz's reach and positive sentiment. It's more than just customer service. Hertz not only revamped how they serve their customers, but they made it a priority to serve communities.



# Christopher Ranch

Client highlight

## How Social Listening Can Protect and Rebuild Your Brand

**C**hristopher Ranch is a family-owned farming operation rooted in the rich soils of California's Santa Clara Valley. From humble beginnings in the late 1800s by Danish immigrant, Ole Christopher, the family business is now the nation's largest garlic producer.

Throughout their history, Christopher Ranch's brand and reputation have been protected by practical business and efficient farming techniques.

The importance of quality and safety is at the highest degree. Great lengths are taken to ensure all products are manufactured from the best standards of quality, safety, and sanitation, as well as environmentally conscious energy use and packaging. All of this is done in order to provide the best possible product on the market today – **they stake their family name on it.**

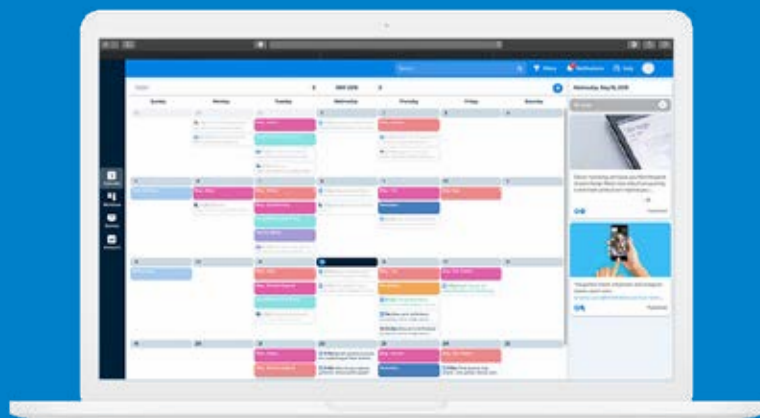
When a documentary tried to spoil their reputation, Christopher Ranch needed to quickly act to protect their good name in the market. Christopher Ranch found out the hard way that a carefully nurtured reputation can be tarnished – even destroyed – by factors outside of their control.

Social listening is no longer a luxury, but a necessity. Christopher Ranch used Nuvi Listen to quickly understand how the documentary-fueled PR nightmare might impact their bottom line. Their findings were concerning.



# NUVI plan

Drive your content strategy with collaborative planning.



## Create Together

- Collaborate between departments using tools built for teams.

## Plans at a Glance

- Instantly tell how many posts you have scheduled, for how many accounts, and for what topics in an easy to use universal calendar.

## Stay in the Know

- Easily set repeating posts and channels and get a reminder in email, slack or more of status updates and internal comments.



listen



plan



publish



engage



analyze

The conversations they saw were negative. What was worse - customers began to exhibit major concerns over the unsavory sentiment around the brand. Some threatened to stop carrying their products altogether. Rapidly it became apparent that Christopher Ranch was only seeing a narrow portion of the detrimental feedback prior to Nuvi.

Being aware of the negative associations with your brand is only a portion of the solution. The next step is to take action. Christopher Ranch launched counter campaigns to show that the documentary made inaccurate assumptions. With Nuvi, their executive leaders instantly identified the influencers working contrary to their message.

Rather than taking a controversial approach, they directly reached out to have an open discussion, present them with facts, and requested their feedback. This practice dramatically improved the sentiment of conversations regarding Christopher Ranch and is still in use today.

In just a few months, a relatively small and unknown company like Christopher Ranch was able to revitalize their brand image and reputation among their customer base, as well as help rectify negative sentiment among social conversations through an effective crisis communication plan and social listening to put their plans into action.

Protecting and rebuilding your brand's image and reputation takes as much vigilance as it did to establish it in the first place. Nuvi can show you how to start-off with social listening solutions that are user-friendly and easy to understand.

# NUVI listen

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## Changing the Way the World Listens.

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**A**t the end of the day, all anyone really wants is to be heard. It's validating. Being heard confirms we're not alone – that our thoughts and experiences matter. With social media, it's easy to feel like our voice is being drowned out, rather than being part of the conversation. Nuvi's world-class social listening powers brands to know their audience, engage in conversations, understand their brand sentiment, and increase brand loyalty while making sure their audience never feels forgotten.

No matter how much you hear the opposite, business is personal. You've spent an enormous amount of time and money dedicated to building your brand – **every aspect of that is personal**. The same can be said for consumers. Where they choose to spend their hard-earned dollars and time is largely due to how a product or service will personally benefit them.



With customers stretched across the globe, Nuvi is truly changing the way the world listens. Spreading across nearly every industry, our solutions are as unique as your brand is. From a small, family-owned garlic farm to global brands like Hertz, we have the keys every brand needs to tell their story.

While knowledge is useful, the real power comes with what you do with it. Our patented platform gives brands access to greater business insights so they can spend more

time on what matters: reaching their audience. We do more than just listen so you can do more with your marketing. Data reporting and customizable dashboards make it simple to see beyond @mentions and #hashtags. Nuvi helps our clients truly understand their brand's sentiment.

Do you remember growing up being taught to listen before we speak? That same rule applies to brands in today's evolving marketplace. Consumers should be at the center of your brand.

As consumers crave emotional connections with brands more and more, social listening is paramount. Social listening makes it simple for brands to put consumers front and center of product launches, campaigns, and everything in between.

To consumers, brands need to do more than produce great products and services, they need to build a community.

Make connections with your audience, increase brand loyalty, and create a devoted community with Nuvi.

