NRG USES NETBASE SOCIAL ANALYTICS TO POWER INNOVATION ACROSS THE ORGANIZATION

Recognizing the power of social consumers opens doors to company-wide benefits

At a Glance
As a leader in the power industry, NRG is no stranger to innovation—seeking it out at every turn. Recognizing consumers are in the driver's seat with regard to brand reputation, NRG smartly innovated their approach to social listening. They applied the social data coming through NetBase to all areas of their organization, tracking the customer lifecycle from start to finish, to understand how to keep customers happy at each step along the way. This has contributed to improving the brand image and customer retention.

Challenge: Recognizing and Embracing the Shift in Power from Brand to Consumer
NRG is an industry-leading energy company that provides electricity to nearly 3 million customers across all 50 states. What keeps them at the top of their industry is a focus on offering innovative electricity and energy-related products to their customers—but that’s not where their innovation stops.

NRG recognized that consumers are now in complete control of brand reputation via unfiltered conversations shared on social media. Consumers talk about all aspects of brand experiences, providing a wealth of readily available information. The power company saw the value this raw data could bring to their organization, especially if they could surface insights about how consumers engage with their brand on social media.

They used NetBase's industry-recognized social media listening tools to uncover these insights.

Solution: Expanding Social Data Beyond Marketing Supports Greater Brand Growth
In most organizations, social analytics falls under the umbrella of Marketing or PR, but NRG saw the data NetBase surfaced had broader applications. The platform returned customer feedback across the entire customer lifecycle.

This data could be leveraged in several ways, including:
- Measuring effectiveness of marketing campaigns
- Complementing market research
- Informing product development
- Competitive analysis
- Gaining industry-level insights

RESULTS:
- Complete understanding and control of customer journey
- Company-wide benefits from insights surfaced
- Support of key stakeholders for social data applications

"Consumer data is so vast, and yet so important—it cannot be discounted. NetBase provides tools that quickly and accurately surface insights we can apply company-wide, for maximum brand health and business growth."

—Heather Carlock, NRG Manager of Marketing Intelligence and Business Strategy

CUSTOMER: NRG

SOLUTION: NetBase social analytics platform
Going even further, NRG applied themes to mirror the customer lifecycle from awareness to loyalty. This allowed them to understand what part of the funnel sparked the most consumer conversation, as well as what inspired the strongest emotions, like love or frustration.

With this detailed blueprint of the customer journey, NRG could improve any process preventing a consumer from moving further up the loyalty chain, and drive action across the organization.

**Results: Applying Insights Smartly Brings Major Returns**

NRG has applied insights from NetBase to several areas of their business—in fact, social data is often what drives decision-makers to take action. They have use NetBase’s analytics to inform product development, manage customer care, and inspire marketing strategy, to name a few. Social data touches all aspects of NRG’s business, and is a key factor in managing overall brand health.

And key stakeholders have learned to trust the insights surfaced in NetBase, as they’ve witnessed a near identical correlation to traditional research results. NRG now uses a combination of traditional methods and social data to continue their innovative approach to offering products and services customers love.

**The NetBase Solution**

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

**NETBASE BENEFITS:**
- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

**ENTERPRISE SOCIAL ANALYTICS**

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

**NETBASE CLIENTS INCLUDE:**

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ajil
- Taco

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