YUM! BRANDS CHOOSES NETBASE TO SCALE SOCIAL INTELLIGENCE TO MORE THAN 100 USERS GLOBALLY

Social Media is Where Issues Emerge First
With some of the world’s most recognized brands in its portfolio, Yum! Brands understands the importance of protecting its brands from a variety of risks. “Even when the company takes the right steps to address a problem, the effects can linger in social media for some time,” said Christopher Fuller, director of social strategy. “We need to be able to respond quickly, no matter where issues occur across the globe.”

Fuller and his team knew that social media is where issues emerge. According to Fuller, “When we started looking at where we first learn about issues, we find that people are talking in social media before they cross over to traditional media. We knew that if we could get smart about finding these conversations when an issue was breaking, we could change its course early on.”

The “Cost of Ignoring” Made a Strong Business Case
In 2012, Fuller and his team created a proposal for a global social intelligence capability focused on brand reputation and risk management. The positive reception that executives gave to his proposal was reinforced by a series of high-profile issues in important markets like China. “Seeing other companies affected by some major social issues, as well as recognizing our own vulnerabilities, helped to illustrate what we call our COI – or Cost of Ignoring a problem,” Fuller explained.

Global Approach Took Advantage of Strong U.S. Deployment
It would have been ambitious for Yum! Brands to deploy its risk management solution globally from the start, except that its Taco Bell brand had been using NetBase successfully for a couple of years. “If we were running a 400-meter dash, Taco Bell had already moved us to the 200-meter line,” Fuller remarked. “The successes and best practices that the Taco Bell team shared with us gave our executives confidence to make the investments that were needed—in both technology and people—and helped us design our social intelligence solution and processes.”

Yum! Brands evaluated several social intelligence solutions before selecting NetBase as its global social intelligence technology. “NetBase offered the flexibility to deliver us the right solution, and the company came to the table not just with expertise but also with a willingness to work with us to get what we needed,” Fuller reported. Fuller also cited the NetBase user experience as a key advantage. “Even people looking at NetBase dashboards for the first time understood what the dashboard components were, and that wasn’t always the case with the other solutions we looked at,” he added.

Going Global in Fast Phases
In June 2013, Yum! Brands launched the Social Hive, its global social intelligence capability. With two employees located in its Social Media Command Center in Louisville and a third located in Asia, the Social Hive serves as a hub for:

- Listening to social conversations in every country where Yum! Brands has a presence
- Providing training, information, and guidance to teams across the world

Our #1 objective is amplifying, protecting, and engaging conversations around our brands. NetBase helps us to achieve that within the social space and beyond.”

— Christopher Fuller, Director of Social Strategy, Yum! Brands

CUSTOMER:
YUM! Brands

SOLUTION:
NetBase social analytics platform

RESULTS:
- Scale globally to 100+ users
- Launch of Social Hive command center
- Social across PR, Marketing, Operations, HR
- Global scorecard highlighting performance, areas of risk, and opportunities
Yum! Brands is executing a phased rollout, during which Fuller’s team will empower marketing and PR personnel in individual markets and business units to adopt the Social Hive. These business units will have access to purpose-built NetBase dashboards as well as a global scorecard that Fuller’s team is designing as a tool to provide leadership with a macro view of Yum! Brands’ performance, areas of risk, and opportunities.

The company intends to have at least one team member within each major business unit and region on board by the fall. From there, the Social Hive will expand to new teams and new use cases. “We have established the groundwork to quickly scale to more than 100 users with a flexible approach that will take into account the lessons we learn along the way,” Fuller commented.

**Proactive Leadership is a key to Success**

Culture change is integral to a global social intelligence program; fortunately, Yum! Brands’ Chairman and CEO, David Novak, is a best-selling author on the topic. “I used every page of his book, Taking People With You, from the time that I started my proposal through today,” Fuller stated. “I made sure that every function, from Operations to HR, understood how they could benefit from social intelligence so that the Social Hive would be desired rather than something we would have to convince people to use.”

“The way we look at it, we have purchased an eight-cylinder engine through NetBase,” he continued. “We’re using two very important cylinders now, and there’s already a lot of interest from across the various business units to use the Social Hive. As we get our users acclimated to social data and savvy with using NetBase, we’ll be able to unlock additional users across many more business functions.”

**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

**NETBASE**

**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:**