



Efficiency with Social Media Governance

THE CLIENT

As a Fortune 50 Company, the client is a global leader in the Consumer Packaged Goods (CPG) industry and produces a wide range of consumer packaged goods in beauty, grooming, and household care units. The client's brands are available in more than 180 countries.

BUSINESS CHALLENGE

The client was experiencing difficulty due to a lack of governance and technical vendor oversight.

The client's brands were spending a high percentage of their budgets on social media application development. Once the application launched, there was very little governance making it extremely difficult to track outages or other application issues. In the past, creative agencies were responsible for both design and development work. As a result, these overpriced applications had a strong visual appeal but resulted in a poor user experience. Due to a lack of communication between global vendor teams and the client, the user experience was complex and confusing. Corbus was tasked to revitalize and restructure the client's technical vendor processes to ensure that social media applications were developed in accordance with the company's legal, privacy, and marketing needs. Within three months of the project inception, Corbus created and launched an entire solution from the ground up.

THE RESULTS



Instituted reusable and standardized vendor templates



Decreased application costs by 164.1%



Reduced the estimated timeline of projects from months to weeks



Constructed a hassle-free development experience and initiated a clearly defined end-to-end process

HOW CORBUS HELPED

- » **Established** a list of standard expectations and requirements
- » **Adapted** the existing process, for social media, to align with future strategies, documents, and standards
- » **Instituted** a set of standards to evaluate and qualify social development vendors
- » **Compiled** a list of qualified technical vendors who were able to handle the level of service required by the client while meeting the internal client expectations from a legal compliance, privacy, and security perspective
- » **Reduced** cost and application launch times by developing a standardized vendor template to increase production rates
- » **Tracked** weekly meetings and projects for each vendor to ensure maximum output and reduce potential delays
- » **Provided** dedicated resources who were on call in case of emergencies
- » **Assigned** specialists to effectively troubleshoot and hold technical vendors accountable to any potential system issues/problems

