



HOOTSUITE CASE STUDY

MAPFRE

COMPANY

Founded in 1933, MAPFRE is a global insurance group with offices in over 100 countries across five continents. The company's 36,000 employees serve over 30 million customers worldwide.

LOCATION

Majadahonda, Madrid

INDUSTRY

Financial Services

PRODUCTS USED

Hootsuite Enterprise
Hootsuite Amplify



How a Global Insurance Company Unified Its Social Media Strategy

MAPFRE uses Hootsuite to deliver a consistent brand message across its global network of agents and brokers



FOUNDED IN 1933, MAPFRE HAS LONG BEEN THE LEADING insurance company in Spain. Today, the company's network of over 5,000 independent agents and brokers spans across 100 countries, with 36,000 employees serving over 30 million customers around the globe.

#316917682

>2M

followers on social networks

31%

increase in online interactions

>200M

comments received per year

“Thanks to the support of Hootsuite, we now have a single picture of MAPFRE’s position on social networks. Now we have the bases covered, and we know what we have, the profiles we manage, and the people who work on them.”

Jaime Valverde
Corporate Director for Social Networks, MAPFRE

Facing increasing demand from customers for communication on social media, the company needed a social media strategy that would balance local autonomy in different countries with centralized oversight, ensuring all communications conform to the company’s internal regulations.

With a long-established reputation for excellent customer service, MAPFRE worked with Hootsuite to design a global social media strategy that would standardize and optimize its internal processes, allowing the company to offer the same standard of excellence online that its customers have come to expect offline.

What they did

MAPFRE brought more than 80 social media accounts together and now manages them with Hootsuite. By consolidating account management on a single platform and rolling out continuous employee training, MAPFRE has gained a single, clear picture of its social media activity, creating transparency in its processes and improving its global customer service strategy.

With a global strategy now implemented in the majority of the countries in which it operates—including Spain, Peru, Brazil, and Mexico—the MAPFRE social media team can consistently and securely manage its 80+ social media profiles. The team now monitors all internal and external activity, while respecting the digital maturity, local objectives, and budgets of each region.

How they did it

The social media team at MAPFRE began by conducting an audit of the digital channels the company was using to engage with customers online. During the audit, the team uncovered over 80 official social media accounts on Twitter, Facebook, and YouTube, in addition to multiple region-specific profiles.

The team focused on understanding the needs of each country, studying the digital maturity of each of the regions and active channels around the world. Their goal was to design a strategy that would optimize internal processes and empower distributed teams to supply an identical level of service on social media to that provided via traditional channels—while always meeting the expectations of their customers.

Empowering local teams while centralizing oversight

With a clearer picture of MAPFRE’s global presence on social networks, the team set out to integrate all the regional social media accounts uncovered in the audit within Hootsuite. Using Hootsuite’s team management features, the team set up custom workflows and publishing approvals, enabling them to oversee multifunctional regional teams as they collaborate in real time.



Managing all accounts on a single platform ensures the team can prevent and detect overlapping or conflicting resolutions when customers submit the same request through more than one channel.

Hootsuite's metrics and dashboards also enabled the team to set up reporting on response times for issues reported online, ensuring that its agents and brokers around the world continue to meet the organization's standard of service at each point of contact with customers.

Monitoring conversations and brand sentiment on social media

MAPFRE's social media team prides itself on enabling the company's leaders to make decisions in real time. The team follows conversations about the brand on social media, tracking what's being said about the company and listening for shifts in customer sentiment.

Careful monitoring is essential to avoid potential risks to the brand, as well as to prevent the company's agents, brokers, and employees from engaging on social in ways that fail to meet the company's internal requirements and industry regulations.

With the Brandwatch application connected to the Hootsuite dashboard, the social media team has been able to give regional teams autonomy in analysing and using insights gained from social listening. This information helps teams deepen their understanding of local audiences and trends, enabling them to refine their sales strategies and provide more personal service to customers.



“Hootsuite is now helping us to boost our efficiency. It allows us to use a single tool, thereby making our management and control of social networks more effective.”

Jaime Valverde
Corporate Director for Social Networks, MAPFRE

Enabling global teams with approved content

In addition to using social media to listen for and resolve customer issues, MAPFRE publishes brand content on its social channels. Local teams use Hootsuite’s publishing and scheduling features to save time when posting brand content.

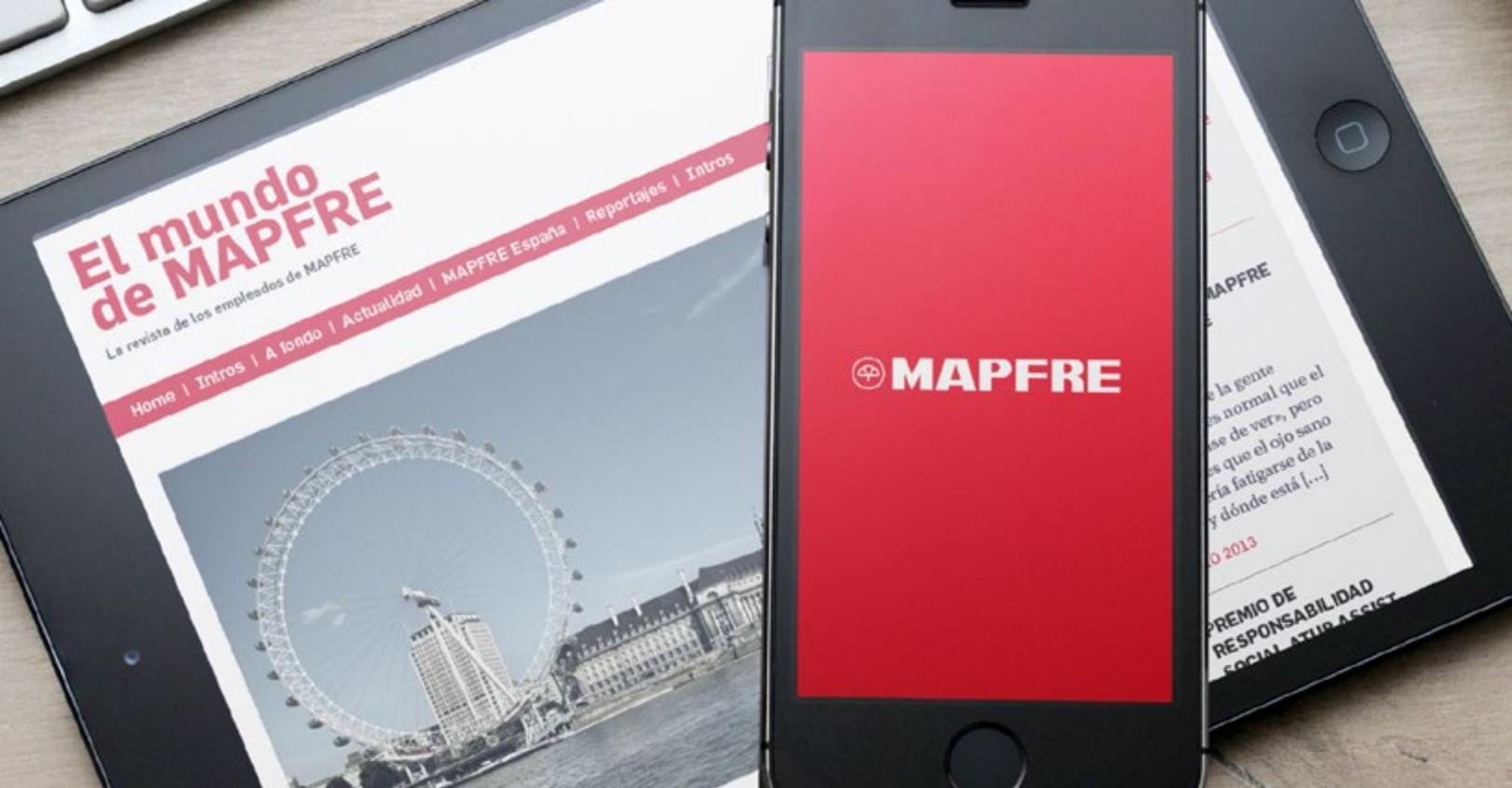
One of the team’s favorite features in Hootsuite is the content library, which helps the team create and manage access to global content assets. Local teams also use it to create and manage content specific to each region.

Social teams in different regions can now share promotional or sponsored content that has already been created and approved—all on a single platform without having to create a new version or download.

Increasing reach and engagement with employee advocacy

With a single platform in place for managing and monitoring all official social media channels, MAPFRE is now setting out to extend its reach and engagement on social media by tapping into one of its most powerful assets: the social networks of its 36,000 employees.

The company is rolling out an employee advocacy program powered by Hootsuite Amplify, equipping employees to share approved brand content with friends and colleagues via their personal social media accounts. The program will help employees build their personal brand with thought leadership and branded content, while at the same time increasing the company’s reach and engagement on social media.



“Hootsuite is helping us to develop a clearer picture of how well we are achieving our objectives on social networks.”

Jaime Valverde
Corporate Director for Social Networks, MAPFRE

Results

MAPFRE’s guiding principle is to move closer to its customers in everything they do. The company’s newly coordinated presence on social networks has enabled it to provide valuable online service to those customers—all while increasing its reach and engagement on social media.

At the same time, MAPFRE has been able to reduce duplicate responses from its customer service department. And metrics and reporting ensure the company can measure the return on its investment in social media strategy—guaranteeing continuous improvement of its global processes and ensuring that the company continues to generate strong value for its customers.

The results have been clear:

- In less than a year, engagement on MAPFRE’s social media accounts **rose by more than 31 percent**.
- MAPFRE now boasts **over 2.1 million followers on social media**, making it one of the most followed financial services organizations.
- The number of comments on MAPFRE’s online content has reached **over 200 million**.

With a global social media strategy in place, MAPFRE now offers an online brand experience that’s aligned across all channels and departments. The company’s unique international and personal positioning continues win the business—and loyalty—of customers around the world.