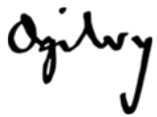**Bloomfire**

Ogilvy Increases Client Satisfaction by 30 percent with Bloomfire Knowledge Sharing

Ogilvy

Quick Facts

INDUSTRY

Professional Services

USE CASE

Sales Enablement

TECHNOLOGY

Bloomfire Knowledge
Sharing Platform

RESULTS

Improve content
engagement by 30%

Increase user
satisfaction by 75%

Save Ogilvy $200,000
by switching from a
competing enterprise
social application

OgilvyOne Worldwide, the world's leading customer engagement agency, offers direct marketing, digital marketing, and marketing consulting network services. With over 100 offices in more than 50 countries, their robust client base includes brands such as American Express, BP, BlackRock, British Airways, DuPont, E*TRADE, IBM, Intercontinental Hotel Group, IKEA, Kimberly-Clark, Nestlé, Unilever, and UPS among others.

One of Ogilvy's biggest challenges is continuously finding new ways to differentiate their services in order to delight their clients. Ogilvy's Dialog Strategy team was struggling to enable their teams with technology that would help their teams work in a more agile way. Evan Shumeyko, Senior Director of Dialogue Strategy, was tasked with solving this problem for their marketing teams on the front line interfacing with clients.

Looking for Compelling Ways to Differentiate Their Services

Technology has changed the expectations for the relationship between brands and agencies. Real-time content creation and communication via social media means brands have to develop more agile marketing strategies to outmaneuver competitors — and agencies have to find more compelling ways to deliver and differentiate their services. A key challenge for Shumeyko's team was how to help Ogilvy clients optimize their customer engagement efforts in real time while driving greater sales and revenues. Existing "social intranet" tools provided limited wiki-like capabilities but lacked more sophisticated functionality that allowed clients to capture and collaborate around valuable tribal knowledge.

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Too often the right information wasn't updated or easily accessible in documents, binders, and PowerPoint presentations – a key issue for financial services clients with strict compliance requirements. A custom-built solution would have taken Ogilvy hundreds of thousands of dollars to develop, and months to deploy.

Shumeyko needed a better way to drive revenue around Ogilvy's deep domain expertise — communicating with hundreds of client marketing, sales, and support representatives at a time, identifying what was working and what was not, and making adjustments on the fly.

OgilvyOne Worldwide was looking for a better way to drive revenue around their deep domain expertise

The Solution

Shumeyko wanted to create greater "stickiness" between Ogilvy and its clients, and partner with them as a single team. That's when he found Bloomfire's Knowledge Sharing Platform. Ogilvy is seeing great results with Bloomfire. They credit the platform with:

- Saving the company $200,000 by switching from a competing enterprise social application

- Increasing user satisfaction by 75 percent

- Improving content engagement by 30 percent

Bloomfire allowed Ogilvy to create a customized client collaboration environment within days (vs. months), enabling users to become productive immediately without lengthy development or training efforts. The solution can be white-labeled to match existing brand marketing campaigns, and surface specific functions to specific user groups, highlighting the latest marketing, sales, and support materials in-context with real-time conversations.

Bloomfire has worked so well that clients are now using Ogilvy's solution to onboard and train new employees.

Using Bloomfire, Ogilvy can track where its clients need the most help in customer-facing conversations and socialize and promote best practices.

"Bloomfire's easy-to-use, consumer-friendly platform has become a key asset that helps our clients do their jobs better every day. Now instead of a clunky, latent, inconsistent intranet portal, we can provide an agile, responsive, knowledge management and collaboration platform that integrates seamlessly in the flow of work and aligns with existing branding," said Shumeyko.

The Bloomfire solution has worked so well that clients are now using Ogilvy's solution to onboard and train new employees, as well as integrate it with existing LMS (learning management system) applications. Clients can track user interaction and activity, including which ones are the top performers. "Bloomfire allows our clients to focus on what's important – sales conversions and customer care — while we worry about the backend details," said Shumeyko. "They think that's absolutely amazing."

"Bloomfire allows our clients to focus on what's important – sales conversions and customer care — while we worry about the backend details."

Bloomfire's Knowledge Sharing Platform connects people and the information they need to get work done. Learn more at www.bloomfire.com.

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