



iSOFT's Meltwater Story

Executive Summary

As one of the world's largest providers of healthcare IT solutions, iSOFT designs, builds and delivers industry-leading software systems. A business that prides itself on innovation and staying at the cutting-edge of technology developments, iSOFT as an organisation is increasingly interested in the growing power of social media as a communications and sales tool.

Thanks to Meltwater, iSOFT Now Benefits From:

- ⦿ Easy-to-use, instant social media analysis, including tracking of iSOFT's key issues and commentators across a range of channels
- ⦿ Faster response times to developing issues and conversations online, so iSOFT gets involved rather than just watching from the sidelines
- ⦿ Smarter use of social media as a sales tool, helping internal teams understand the benefits of engaging in debates that are shaping the IT healthcare industry
- ⦿ Better internal reporting on the benefits of social media as a sales, monitoring and engagement tool

iSOFT

"Meltwater Buzz is accessible, simple to use, and produces information in an easily managed format. It has helped us to develop a three-stage strategy of listening, understanding and engaging, and given us the ability to track and measure the key conversations in our space. For us, that's absolutely critical in today's business environment."

Shaun Fagan
User Engagement Marketing
Manager, iSOFT

www.isofthealth.com

iSOFT's Meltwater Story

iSOFT Builds a Healthy Online Presence with Help From Meltwater Buzz

The Background

The world of healthcare IT is currently in what could perhaps best be described as an 'interesting' place. Elements of the sweeping NHS National Programme for IT (NPIIT) are constantly under media scrutiny. Set this against a backdrop of wider public spending cuts, and you have a business sector that is currently generating a lot of 'noise', not all of it positive.

That point isn't lost on Shaun Fagan, User Engagement Marketing Manager for iSOFT. As the world's biggest healthcare IT solutions provider outside of the US, iSOFT has a vested interest in keeping track of what the wider industry is thinking and feeling. "NPIIT is only one part of the story, but it's very sensitive to the outside world," he says. "Getting a sense of how our customers and potential prospects feel about things like that is becoming more and more important these days."

On the surface, it might seem that there is a distance between a heavily B2B focused IT vendor and social media. But Shaun cites iSOFT's track record of innovation as one of the key drivers for the company's decision to get involved in the conversation. "Technology is a fundamentally innovative industry, and iSOFT is 100 percent committed to making sure that we reflect that. That extends not just to our products and services, but how we position ourselves in terms of market voice too." It's no hollow sentiment. iSOFT's discovery programme is dedicated to promoting innovation across everything from mobile applications to clinical research.

How best then, to transfer that spirit of discovery and engagement to iSOFT's online world? Shaun states his belief in a three stage system for getting started in the world of social media. "You have to have a distinct process," he begins. "First of all, listen. Know what's being said – about you, about the issues and markets that you deal in. Second, understand. Work out what it means for you and those people doing the talking. Once you've done that, you can start to engage and make sensible contributions. We were definitely at stage one of that process, and needed something that could help us do the listening."

Enter Meltwater Buzz. Providing a platform for advanced social media monitoring and analytics, Meltwater Buzz tracks content from the whole of the 'Social Web'. Providing insight into just about any place on the web on which people can post comments, write reviews and share information. The sophisticated toolkit tracks over 200 million online sources – blogs, forums and message boards, Twitter, social networks, review sites, video and photo sites, and wikis.



iSOFT's decision to adopt Meltwater Buzz sprang from growing internal awareness and good timing. "Our head office is in Sydney, and it was actually there that one of the Meltwater team from Australia first got in touch with us," explains Shaun. "We'd already been talking about social media internally for some time, and there was a general – if not widespread – understanding that it was going to become increasingly key to both our sales and marketing functions. The Meltwater Buzz proposition was impressive, and the timing was absolutely perfect as we were just about to begin looking for a way of tracking and analysing some of those online conversations."

"Straight away, from day one really, we were able to track results and findings in real-time. It was immediately evident that this was going to be key to helping us leap that first hurdle."

Shaun Fagan
User Engagement Marketing Manager, iSOFT

With the deal struck in late 2009, Shaun worked on getting iSOFT up to speed with the Meltwater Buzz package. "Very quickly, we had a working application. Set up was simple, and having identified the keywords, terms and phrases that we wanted to track, we set the system to work. Straight away, from day one really, we were able to track results and findings in real-time. It was immediately evident that this was going to be key to helping us leap that first hurdle."

iSOFT's Meltwater Story



The Results

Of course, knowing what is being discussed on those millions of sites, blogs, networks and more is only of real use if you're able to cut through the noise and begin to develop a strategy to help make sense of the overall picture. "For iSOFT, we had two main aims," says Shaun. "Firstly, we wanted to use Meltwater Buzz as an internal education tool, to help show how big an opportunity there was to start shaping some of those conversations and potentially generate leads as a result. That obviously ties into that second objective, of getting involved in the first place."

That internal education element was fast becoming much more than just a 'nice to have' for iSOFT. While infrequent, comments had been made by a very small number of iSOFT personnel on some social networking sites that had not reflected well on the company. Shaun believes that Meltwater Buzz was key to identifying those comments much more quickly than any word of mouth would have done: "We knew almost immediately when those comments had been posted. While you have to be sensible about how you approach people's personal use of social media, when it involves the company you need to know what they're saying."

"That's vitally important to us," he continues. "We need all of our people to be advocates for the company, so Meltwater Buzz helped us to get in touch with them, iron out any issues they had and ask them to work with us for the benefit of iSOFT." That was just one piece of the puzzle however. Shaun had also identified a need to raise awareness of the power of using the social web right across the company. "As I've already said, we're innovators and we need to innovate on all levels. Meltwater Buzz gave us the tools to help demonstrate the benefits of doing that in our online communication."

"We need all of our people to be advocates for the company, so Meltwater Buzz helped us to get in touch with them, iron out any issues they had and ask them to work with us for the benefit of iSOFT."

Shaun Fagan

User Engagement Marketing Manager, iSOFT

Within the first month of using the product, Shaun was able to generate a number of insight reports looking at iSOFT's share of voice online. "It was simple to use, and we were able to create a detailed picture of our strengths, weaknesses and overall presence very quickly. In just a few weeks, I had enough to present internally on where we were." Once again, the timing was perfect. "iSOFT was just beginning to make its way onto Twitter in an organised capacity," says Shaun, "so those reports helped us to formulate a better defined strategy for engagement, in a scientific way."

That strategy now takes shape via some 25 separate Twitter accounts for iSOFT. A business with interests and solutions in a range of areas, and so each account has been created to be tailor-made for a distinct issue or audience. "Healthcare, and particularly healthcare IT, is a huge topic with a range of different

iSOFT's Meltwater Story



outputs,” comments Shaun, “and we don’t believe in a ‘one-size-fits-all’ approach. Meltwater Buzz helps us keep track of those many different conversations easily, and I think it’s fair to say that we’d struggle to run those accounts without that kind of insight.”

“Online monitoring becoming online engagement and culminating in a face-to-face meeting to help make one of our customers more satisfied.”

Shaun Fagan
User Engagement Marketing Manager, iSOFT

The confidence that has come from using Meltwater Buzz to keep up with the ever-changing online conversation has even helped Shaun and his team at iSOFT to begin to create a social media-based sales strategy. The polar opposite to the hard sell approach, it is instead based on a much more organic process, better suited to the social environment. “It’s about listening and contributing value to the debate when you can,” explains Shaun. “Take our pathology team for instance. There’s a real opportunity for them to get involved in some really interesting discussions online and share their views and experiences.

“It’s a discrete process,” he continues, “but by showing them how their involvement can help to raise our profile and potentially

generate leads, we’re able to get them engaged with decision makers in companies that could potentially be future customers. There’s a long game to be played there, but Meltwater Buzz is helping us play it more strategically than ever.”

It’s not just prospects who are better engaged through iSOFT’s Meltwater Buzz-based strategy however. iSOFT’s existing customers are also enjoying a better standard of service thanks to Meltwater Buzz’s sophisticated analytical possibilities. “We’re a global company, so being able to track when people are talking about our solutions and services is hugely powerful. Our account managers can’t know everything that’s going on at one time, so this gives us a great safety net for tracking whether customers are having any issues.”

By way of elaboration, Shaun details one incidence in which the iSOFT customer relationship was significantly strengthened directly by Meltwater Buzz. “We found one GP in particular, very well connected online, who kept mentioning us. While she was very positive about the solution, it also became apparent that she wasn’t quite as satisfied with the way that we’d kept in touch after we’d deployed.” The result of knowing that? Shaun was able to make internal recommendations to the team involved, enabling them to run a roadshow for that particular part of the iSOFT customer community. “A real success story,” says Shaun. “Online monitoring becoming online engagement and culminating in a face-to-face meeting to help make one of our customers more satisfied.”

iSOFT
www.isofthealth.com