

Reference:

SOK

Communications Manager Kai Ovaskainen

- **Challenge**

S-group serves millions of Finns every day. Little, or no feedback is available about these services. We want to know what has been said about the S chain and the service on unofficial forums. We need this knowledge in order to develop our operations and anticipate the changes taking place in people's expectations and ideas.
- **Solution**

M-Brain provides SOK and the co-op shop's management with weekly summaries of the relevant online discussion. The summaries are a tool for SOK's communications' reputation management. The co-op shops, for their part, get hints valuable for the development of their services.
- **Why M-Brain?**

At the start of our cooperation, in 2006, the field of social media was still relatively unfamiliar to many companies. Already then, M-Brain had stabilized its reputation as a national discussion monitoring expert. As a big company, it is important to us that our partner is not only a stable and reliable actor, but also one of the top experts in its field.