McCormick & Co.
McCormick partners with Astute Solutions to integrate CRM and Social platforms for improved efficiency and deeper consumer insights.

The Challenge
Empowering a small consumer affairs team to handle growing audience
As a global leader in flavor, serving nine out of the top 10 food and beverage companies in the world, McCormick & Co. was looking for a CRM platform that was easy to use, with flexible, configurable data capture fields that could keep pace with its ever-growing brand portfolio. They needed reliable and smart software to handle 100,000 cases annually in both English and French—and their next challenge was finding a way to manage and integrate social media commentary from their 5.6K Twitter followers and 1.8 million Facebook fans.

The Solution
Integrated CRM and social software with customized filters
In 2001, they selected Astute ePowerCenter™ for their consumer engagement CRM, and in 2014, they adopted Astute Social™ for social media management. ePowerCenter provides their management team with in-depth reporting from length of time spent on each case to real customer comments, as well as survey capabilities, in-system messaging, and training. With the ability to easily see consumer histories and receive pop-up alerts, both by case and by agent, McCormick’s team was empowered to continue quickly connecting their consumers with answers. Astute Social provides up-to-the-minute engagement opportunities using sentiment tracking and natural language processing. Having Astute Social directly integrated into their ePowerCenter CRM helped McCormick agents handle cases even more efficiently without needing to leave the interface or navigate to another system, and the tag and topic functionality within the software helped filter relevant, serviceable consumer commentary from their eight Facebook pages and Twitter account.

“Astute helped us establish tags and topics for the unstructured ‘chaos’ of social media, and this allows us to better manage and prioritize what we need to react to. I can’t stress how key this control can be for a small team. We are now able to better focus on assisting those consumers who truly need help. It’s improved our response time significantly.”

− Deb Riley, Assistant Manager of Consumer Affairs
The Results

Improved response time and consumer engagement

With the integration of ePowerCenter and Astute Social, McCormick & Co. has seen an increase in the company’s consumer engagement and responsiveness, with little to no additional resources. The software has helped them reduce the time it takes to resolve a case by over half (58%). The use of specific tags, topics, and alerts within the Astute Social platform delivers faster, better identification of issues and influencer commentary. And the automatic capture of posts and responses within the CRM saves time too, as agents no longer have to copy and paste any information after responding to consumers’ native posts.

"One of our favorite parts of the Astute Social tool is the alerts. We are 100% committed to quality, so our volume of messages regarding highly sensitive issues, like illness, allergy, injury, hospital, etc., are low. However, with our new alert capability, we can now immediately react to urgent matters, regardless of time or our locale during off hours."

– Deb Riley, Assistant Manager of Consumer Affairs