

# TeliaSonera Drives Social Media Communication With Analytics PRO



With company predecessors dating back to the mid 19th century, TeliaSonera has a rich history in telecommunications. In 2002, the Swedish company Telia and the Finnish company Sonera merged to create the current company, TeliaSonera, which is now Europe's fifth largest telecom operator. Currently, 85% of all European internet service providers connect to TeliaSonera's international carrier network. With some 28,000 employees and more than 180 million subscriptions, TeliaSonera operates in 17 countries throughout Europe and Asia. TeliaSonera is a global company that tailors its company operations to the needs of each specific market in order to provide quality network access and telecommunication service to help companies and individuals communicate in an easy, efficient and environmentally friendly manner.

## Challenge:

TeliaSonera is at the forefront of overseeing the implementation of successful social media tactics into their brand marketing and communication channels. Due to the challenges of operating in diverse markets, TeliaSonera uses Socialbakers to determine the best strategies for increasing their brands effectiveness for each respective market.

- » TeliaSonera oversees a multitude of Facebook Pages, Twitter Profiles and YouTube channels of brands operating in different markets.
- » Before Socialbakers it was difficult to set appropriate social media goals for each brand and to benchmark social performance to competitors.
- » Brands were focused on increasing Fans and Followers, with less attention and knowledge of posting effective content for maintaining high social engagement.
- » With a rich history of revolutionizing the telecommunication industry with the Nordic Mobile Telephone network (NMT) being the forerunner to today's cellular systems leading up to the World premiere of 4G in 2009, TeliaSonera aspires to be a leader in social media communication, supporting the focus towards the World Class Customer Experience

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## Solution:

- » With the successful implementation of Analytics PRO in 2010, TeliaSonera launched a platform to effectively measure their brands' social media performance.
- » The ability to benchmark brands' social performance to regional competitors, as well as internally, signifies they have the capability to set realistic social media goals supporting the business.
- » Highlight the significance of not only increasing Fan growth, but also focusing on maintaining high levels of Fan engagement.
- » With in depth analysis of social performance indicators, various TeliaSonera brands consistently set industry standards of social media success.

## Benefits:

- » The majority of TeliaSonera brands have adopted social customer service and 16 are recognized as socially devoted brands.
- » Socialbakers' metrics offers the ability to monitor and measure social performance, facilitate benchmarking and secure relevant presence for TeliaSonera on social media.
- » Illustrate that having an engaged social media community increases brand awareness and preference, augments customer service and ultimately leads to an increase in sales.
- » Supports the company goal of always providing a world class customer experience on a relatively new communication channel, social media.



*“Socialbakers facilitated our methods of overseeing the execution our brands’ social media strategies. With 30+ brands operating in different markets throughout Europe and Asia, setting relevant social goals and determining the most effective tactics per market is challenging,” said Lars Wallmark, Head of Community Communication at TeliaSonera. “Analytics PRO provides critical analysis of our brands’ social media performance and the capability to compare their performance to themselves and also competitors. This allows TeliaSonera to offer improved social communication advice for our brands to increase social engagement, develop relationships with key influencers, raise brand awareness and optimize social customer communication.”*

Lars Wallmark, Head of Community Communication at TeliaSonera

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