

Becoming thought leaders of digital transformation initiatives

A leading telecommunications company increases influence and brand affinity by providing expert insights and advice



Customer: **A leading telecommunications company**
Industry: **Information Technology and Services**
Expansion market: **Malaysia**

Challenges

- Showcasing thought leadership
- Nurturing its customer base

Products

- Content creation and distribution software (twimbit partner site)
- twimbit managed services

Features

- twimbit plug-and-play Software-as-a-Service (SaaS) platform
- Analytics dashboard to monitor research
- Aggregation and promotion on other social media channels

Outcomes

- Expert and audience engagement
- Build awareness and visibility for the leadership team

The business-to-business arm of one of Malaysia's leading integrated telecoms companies ("the Company") helps other enterprises deliver business transformation through services like cloud computing, cybersecurity, and connectivity. As part of its new marketing strategy, the Company wanted to explore more channels to expand its brand identity through research dissemination.

Showcasing thought leadership

The Company wanted to showcase thought leadership to influence its brand perception further and guide its potential clients' actions. It also wanted a platform to educate its clients about digital knowledge, particularly in areas that customers were relatively less familiar with. In addition to this, the Company sought to create a platform where its experts can build rapport and engage with clients directly through its research assets.

twimbit addressed these needs by co-creating a platform for experts and the Company's customers to connect.

Through twimbit, the Company's executives can now share their insights on digital trends and strategies, unveil digital transformation success stories and demystify technology as an initiative to help its readers better tackle digital challenges. Additionally, the Company integrated external resources (such as press releases and think tank materials) into the SaaS platform as content. The Company also benefits from the twimbit platform as it allows the Company to conveniently share and promote its research assets on other social media channels. While this helps the public gain deeper digital knowledge, it also enables the Company to build profiles for its leadership team.

Maintaining a flourishing partnership

The Company aims to expand its customer base with the help of twimbit. Moving on, the Company hopes to continue engaging its clients and stakeholders by sparking discussions on more digital transformation-related topics.

How we think

Our aim is to produce exponential impact for every business and career through the power of research. We understand the industry to know that the way research is produced, personalized and consumed needs to change. We are the catalysts to bring a fresh and new perspective to you.