



International
a gyro: company

CASE STUDY:

Social Listening

Monitoring what customers say about a leading plumbing and heating brand

The Challenge

We recently conducted a piece of social listening research as part of a project for a leading specialist merchant for plumbing, heating and cooling technology. We wanted to find out what customers were saying about our client on the internet, what channels they were using to voice their opinions, when and in what context they did so and who the important influencers in the public domain were.

