

# Birmingham Airport takes control of social media using CrowdControlHQ

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Investment in social media risk and compliance software transforms marketing and enhances customer experience for millions of passengers every year

Birmingham, UK. CrowdControlHQ today announced that Birmingham Airport is using the company's social media risk management and compliance platform to manage and monitor the airport's social media interactions with nearly 10 million passengers a year and to track the performance of joint marketing campaigns with its network of commercial airlines and other partners. Since deploying CrowdControlHQ, Birmingham Airport has transformed the organisation's approach to marketing and significantly accelerated response times to social media enquiries from passengers.

The Midlands-based airport offers a wealth of facilities and serves 140 global destinations directly attracting private and business passengers from its catchment area, which saves on additional travel time to alternative airports particularly in the congested South East of England. Business expansion and the organisation's prominent corporate profile following a successful social media customer engagement programme, prompted Birmingham Airport to invest in a social media management platform.

David Lavender, Press and Social Media Officer, Birmingham Airport commented, "Prior to the implementation of the CrowdControlHQ platform there was no efficient way of monitoring what was being said about the airport across multiple social media networks, which was a potential barrier to managing our corporate brand effectively. It soon became clear that technology was the way forward. "After testing three other solutions and following the recommendations of users, we selected the latest social media risk management and compliance platform from CrowdControlHQ. The solution is 100% web-based and easy to use and CrowdControlHQ offered us the expertise and real-time visibility we needed to capture all our social media activity, both inbound and outbound, with the added bonus of providing a robust audit trail to match."

Birmingham Airport's Press Office and the Airport Control Centre use CrowdControlHQ to respond to passenger enquiries and post important information during busy periods. Users can monitor multiple social media networks simultaneously from one single dashboard. At a glance, they can see exactly which passenger has replied to each theme on a specific social media network and how the airport has responded, guaranteeing accuracy, consistency and speedier response times, crucial in a 24-hour operation where excellent service around the clock is critical.

In addition to supporting Birmingham Airport's inbound social media activities, CrowdControlHQ has proven to have a profound, positive impact on the company's outbound marketing initiatives. It has simplified and accelerated the process for disseminating valuable content directly to passengers and is regularly used to launch new routes.

Birmingham Airport regularly collaborates with airlines on digital campaigns such as competitions and offer-led incentives and it is not unusual for several different campaigns to run at the same time. The special Campaign and Analytics features within CrowdControlHQ can track the performance of each separate campaign by capturing key analytics such as the number of responses, reach and clicks and then producing

individual summary reports that can be shared with the various airlines. In addition to time savings, the scientific, tailored approach is an attractive sales proposition for other prospective marketing partners.

Birmingham Airport has tapped into CrowdControlHQ's advanced reporting capabilities to produce monthly reports for the senior management team.

Incorporating salient statistics such as reach, growth rates, number of mentions and campaign summaries, these reports also highlight trends and 'content hotspots' that can be used commercially and operationally, to make meaningful improvements to specific services or change the emphasis of the marketing activities.

James Leavesley, CEO of CrowdControlHQ concluded, "Round-the-clock organisations like Birmingham Airport that serve millions of passengers recognise the huge benefit of immediacy that social media brings to their customer engagement activities. We provide them with a powerful business tool that demonstrably manages social media interactions from end-to-end, putting them in complete control of today's highly dynamic digital world. In a nutshell, our technology helps them to protect their brand and produce powerful marketing campaigns that inspire confidence in their commercial partners, drive revenues and ultimately enhances the overall customer experience."

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About Birmingham Airport

Birmingham Airport is the UK's third largest airport outside London, and the UK's seventh largest overall, handling nearly 10m passengers a year.

Birmingham serves more than 140 direct scheduled & charter routes and offers an additional 280 possible connections worldwide. This gives passengers a choice of over 400 direct or one-stop flights.

The airport's extended runway was officially opened in July 2014, and inaugurated with a direct, fully laden passenger flight to Beijing, China. The longer runway allows aircraft to now fly globally direct from the Midlands, throughout Asia, Africa and the Americas.

Over the last 10 years, Birmingham Airport has invested more than £200m to develop its infrastructure, and has the capacity to handle 36m passengers a year on its single runway.

For more information, please visit: BIRMINGHAM AIRPORT (<http://www.birminghamairport.co.uk>)

About CrowdControlHQ

CrowdControlHQ is the UK's leading social media risk management and compliance platform built for enterprise. It is web-based software used by public and commercial organisations to support employees to optimise their social media engagement delivery.

CrowdControlHQ provides tiered access and specialist control features to help manage the reputation risk associated with the delivery of social media in complex, multi-user, multi campaign and busy customer service environments.

CrowdControlHQ was recognised by global research organisation Forrester within the World Top 10 ranking 2014 for 'social media risk management and compliance software for enterprise organisations', it was the only European representative featured and earmarked as a 'Worldwide Contender'.

CrowdControlHQ was a shortlisted finalist for eight awards during 2014, including the highly acclaimed

IRM Global Risk Management Awards - winning the CIR Risk Management Product of the Year (Specialised) 2014 and ACQ's Global Award for Niche Consultancy Social Media Risk Management 2014 & 2015.  
CrowdControlHQ is a venture capital backed British business servicing over 125 clients with over 10,000 users. Clients include Experian, Serco, Welsh Water, Greater Manchester Police and Arriva.  
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