



Highly Responsive Consumers Care
For Digital Age

Brought to you by





What Do Consumers Expect from Brand

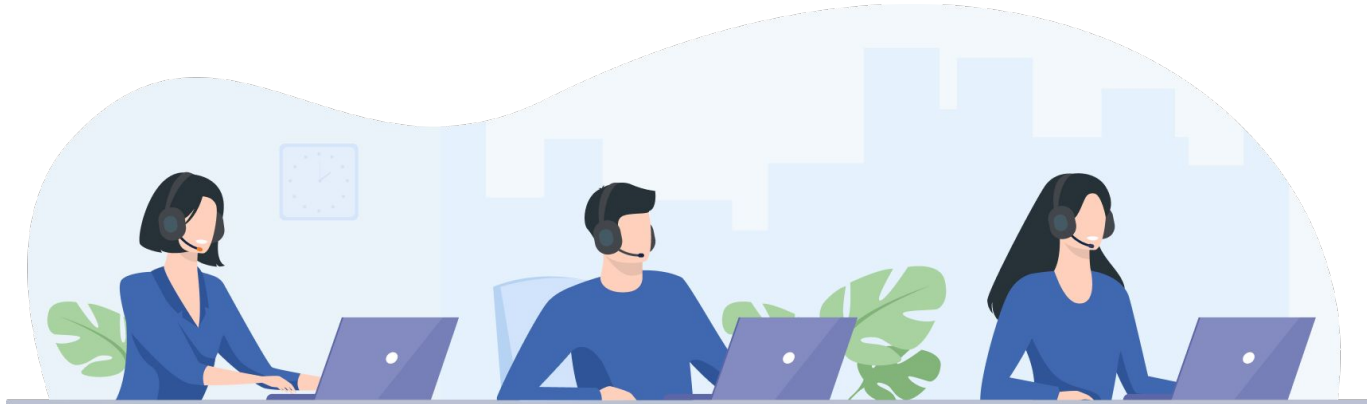
As consumers become more demanding in digital age, a systematic approach is required to handle their needs.

We need to be responsive to any kind of voices: from soft feedback to hard complain, from a simple thank you note to endless stream of inquiries.

What we need to do?

Responding to consumers' voices has become as important as creating and running those breakthrough marketing campaigns .

How should we handle their voices while managing various mix of digital channels of communication?



Hello, We Are DigiCare

Digicare is a whitelabel relationship service to effectively manage your consumers digital experience in social media channels.

We are team of agents whose mission is to help brands/agencies addressing consumers' needs in digital (official social media channels).

We are part of TRYS Digital



Reply Inquiries



Compile Activity
Submission



Address Complain



Accept feedback



Welcome
Appreciation

Consumer Channel We Support

*Other channels available upon request



How We Work



As a Team

We work as a team (work-shift) to avoid burnt out and minimize human error.

Each agent work no longer than 4 hours a day, with a day off every week.

Each team is closely monitored by supervisor to maintain quality of work.



Supported by World-class Tool

Sociomile is a social community and moderation dashboard/apps that helps businesses manage all their social network profiles.

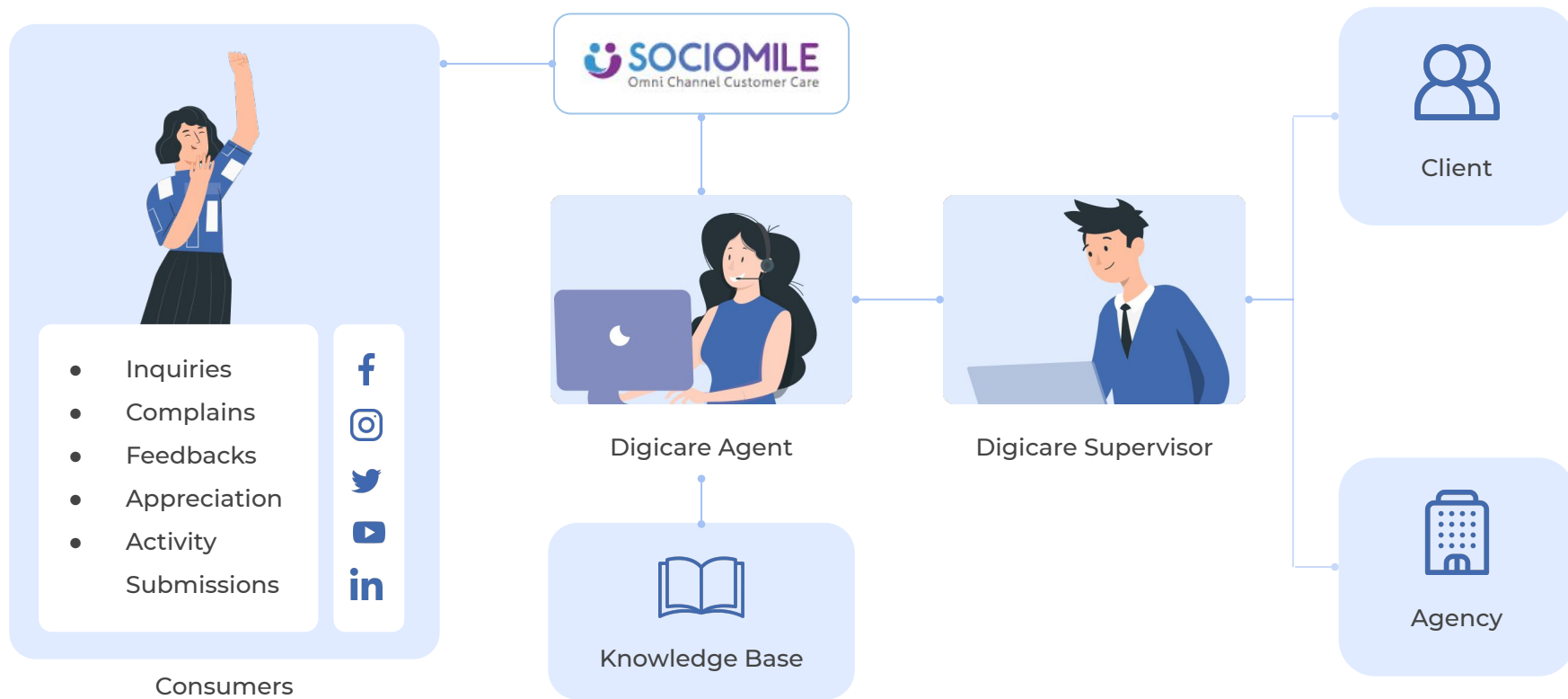
Sociomile also comes with tools to help you gather critical data like statistics and reporting to help us gain high quality insights.



Standardized rules of work

We have proper Standard Operating Procedure, it covers internal rules of work and how to communicate with consumer as well as clients.

Workflow



SOCIAL MEDIA RESPONSE TEAM

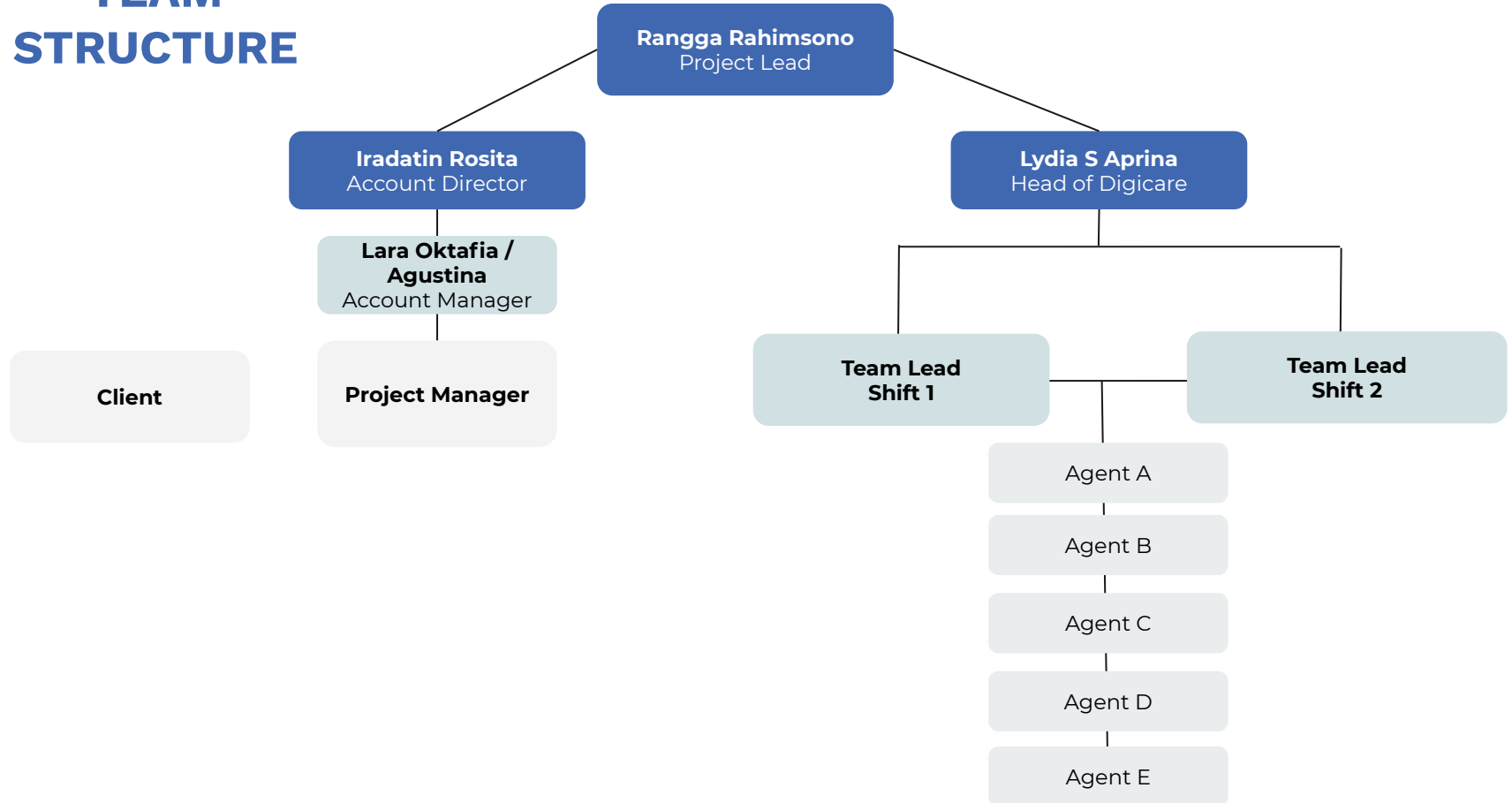


Feedback Management

Category of Inquiries

(1) EASY	(2) NEED CONFIRMATION	(3) DIFFICULT, NEED CLARIFICATION
<p>Answered with the pre-approved FAQ / responses by the Social Media team</p>	<p>Social media team draft answer/response to post</p>	<p>Escalate to Brand Team with suggestion to answer</p>
	<p>Send for review and approval to Brand Team</p>	<p>Internal Process by Brand Team</p>
<p>Social Media team post answer / confirm directly based on the FAQ</p>	<p>Approval by Brand Team</p>	<p>Brand team send approved draft of answer to social media team</p>
	<p>Social Media team post answer / confirm directly provided by Brand Team</p>	<p>Social Media team post answer / confirm directly provided by Brand team</p>
<p>Social Media team categorise all the response activities for monthly report purposes</p>		
<p>Social Media team records the answers to create a living-document FAQ for reference</p>		

TEAM STRUCTURE



Existing & Previous Brands



kotex®



PRENAGEN

SHARP



Case Study : Wuling Motors Indonesia

Launched in 2017, Wuling Motors is a Chinese automotive brand that suffer from negative stigmas. **Public believes that Chinese brand have low quality and bad service** compared to their Japanese and European counterparts.

DigiCare act as a digital frontline to prove that those misconceptions are all wrong!

We also look for **“buying signals”** from the potential consumers to be converted to leads that will be followed up by Wuling Motors sales team.



Achievement

In 2019, DigiCare and Wuling Motors won



Number 1

The Best Digital Customer Service

In Automotive Industry



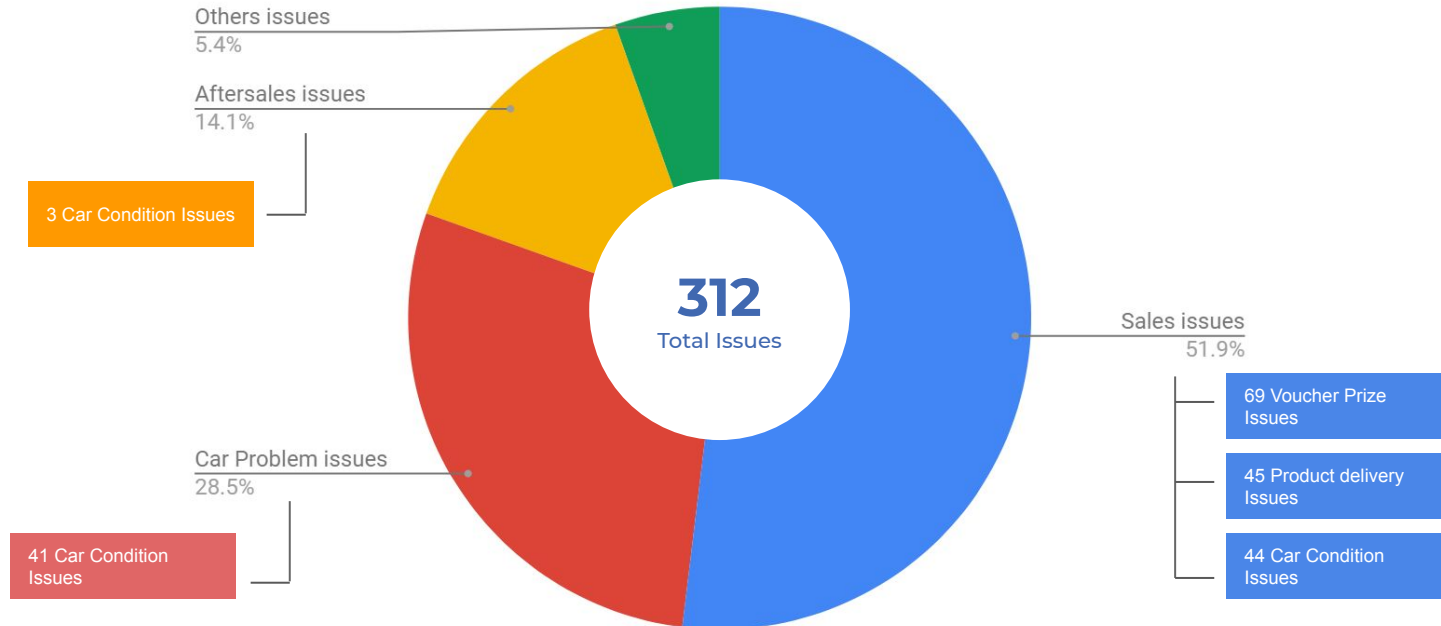
Runner Up

The Best Digital Customer Service

Across Industry

Utilize Social Media to The Next Level: Solving more than 300 problems from Social Media

*Data taken from social media response during July 2018 -Jun 2019



03. OTHER PROJECTS

#1



This Tweet is from a suspended account. [Learn more](#)

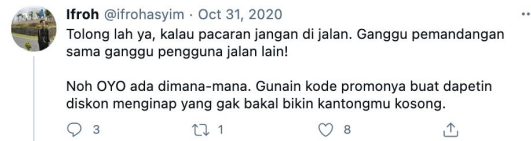


Replying to @ctzenpark

Wah, mimin jadi terhura, kak. :) Mimin juga mau ingetin sekalian kalau OYO lagi adain activity yang hadiahnya XIAOMI REDMI 8A & 10 VOUCHER NGINEP GRATIS. Jadi buruan ikutan ya, kak! Klik link <https://www.instagram.c.. s45.in/gscvSCLj>

[Translate Tweet](#)

1:43 PM · Oct 16, 2020 · Ivsights - Sociomile



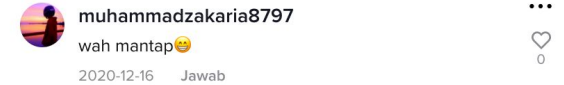
Replying to @upaupaup

Wah betul sekali tuh, Kak! OYO banyak promonya, cocok untuk yang vacation bareng sama yang tersayang. Yuk kakak-kakak yang belum download aplikasi OYO, segera download sekarang dan dapatkan banyak promo menarik dari OYO! 😎

[Translate Tweet](#)

3:14 PM · Nov 4, 2020 · Ivsights - Sociomile

Tik Tok Community Engagement



OYO Indonesia · Kreator

Tentunya kak, Zakaria. Yuk, booking OYO sekarang dan habiskan akhir pekanmu bersama orang terkasih 😊

2020-12-19 Jawab



OYO Indonesia · Kreator

@OYO Indonesia: pastinya kak. Yuk, booking OYO sekarang dan habiskan akhir pekanmu bersama orang tersayang ya. 😊

2020-12-29 Jawab



OYO Indonesia · Kreator

Thank you, Kak! Sudah booking OYO buat tahun baruan belum nih kak? 😊😊

2020-12-19 Jawab

Client : OYO Indonesia
Industry : Hospitality
Period : 2020

#2



Client
Industry
Period

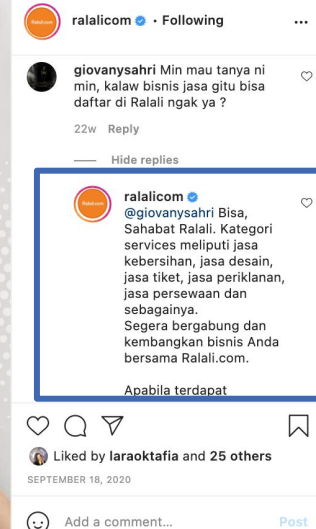
: So Good Indonesia
 : Food & Beverage
 : 2018



Client
Industry
Period

: YoyiC Indonesia
 : Food & Beverage
 : 2018

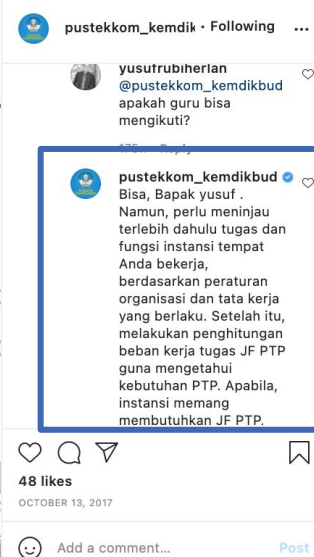
#3



Client Industry Period : Koppa Coffebites
: Food & Beverage
: 2018

Client Industry Period : Ralali
: E-commerce
: 2020

#4



lpdp

Jadwal & Lokasi SBK

Beasiswa Tahap 2

7-9 Okt **BKN Pusat Jakarta**
Jl. Mayjend Sutoyo No.12, Cililitan, Jakarta Timur

8 Okt **UPT BKN Ternate**
Jl. Jati Metro No. 475, Kel. Jati, Kec. Ternate Selatan Kota Ternate Maluku Utara

Kanreg XI BKN Manado
Jl. AA Maramis Km. 8 Paniki Bawah, Mapangot, Manado 95258

9 Okt **Kanreg IX BKN Jayapura**
Jl. Baru No. 100/B Kota Raja, Jayapura 99225

10-11 Okt **Kanreg IV BKN Makassar**
Jl. Pacerakang No.3 Daya Kec. Bringtonaya Makassar

UPT BKN Padang
Jl. Rimbo Kaluang No. 52a Gedung Rahana Kudus (berseberangan dengan BKN provinsi Sumbang)

Lembaga Pengelola Dana Pendidikan

Gedung Danarajales Jalan Cakni Raya Nomor 91 Merteng, Jakarta Pusat Kode Pos 10130

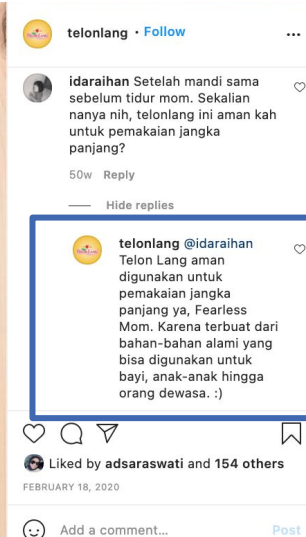
1500652



Client : Pustekkom Kemdikbud
Industry : Education
Period : 2017

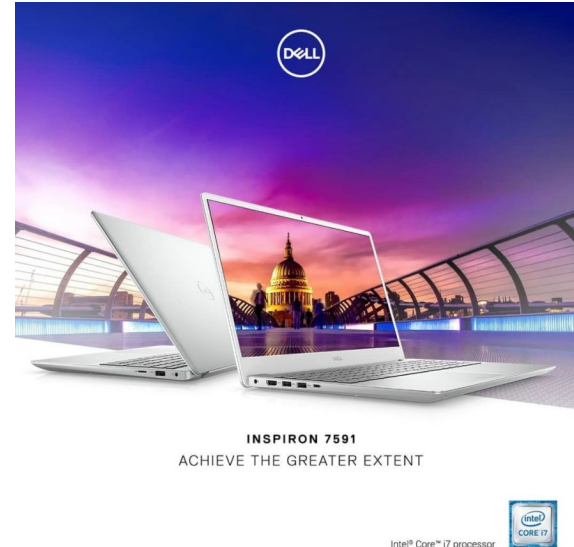
Client : LPDP RI
Industry : Education
Period : 2019

#5



Client Industry Period

: Telon Lang
: Pharmacy
: 2018



Client Industry Period

: BCW Indonesia for DELL
: Technology
: 2020

#6



Client : Lakme Indonesia
Industry : Make Up
Period : 2020

 stellanatally aku pecinta minnie mouse dan tentu pengen banget dapet weightless lip matte yang shade nya Smooch warnanya merah terang dan berani cocok buat aku yang punya kulit sawo matang terus bisa bikin aura nya lebih keluar juga sama warnanya yang beranii, semoga aku menangggg 🥰🥰 @tegarputrap_ @maspoll @tiny.stroberii

50w 1 like Reply

 be.beautiful.indonesia @stellanataly_True! Smooch shade memang hadir untuk para Lakme Girls selalu semangat menjalani aktivitas sehari-hari yang lenih santai, ngga terbatas untuk special occasion 😊 Terima kasih sudah berpartisipasi. Semoga kamu menjadi salah satu yang beruntung ❤️

50w 1 like Reply

 royfahmawarni Suka banget shade giggle karena sangat cocok dengan kulitku kulit wanita indonesia yaitu sawo matang. Kalian tau kan aku pecinta mickey minnie kuy follow dan ikutan karena aku tau kita semua pecinta give a way @milaaffh @lagsn_ @dessynorma Allahhumma sholli ala sayyidina muhammad, semoga rezeki ya genk #lakmemattemehappy

50w 2 likes Reply

 be.beautiful.indonesia @royfahmawarni Yess.. Its a really cute and fun collaboration. Sepertinya semua Lakme Girls yang ikutan juga sudah jadi fans Minnie Mouse yah kaya kamu? Terima kasih sudah berpartisipasi. Enjoy your Giggle shade experience ❤️ Semoga kamu menjadi salah satu yg beruntung ❤️

50w 2 likes Reply

 elsatriutamii Shade Weightless Lip Matte Favorit aku adalah "Giggle dan Smooch" "Giggle" dengan warna yang sederhana dan natural buat makin PD kemana-mana ngga keliatan tua tapi tetap fresh apalagi buat aku yang remaja nah kalau untuk "Smooch" warna cantik yang bikin orang jatuh cinta , sekarang banyak banget yang suka dengan style ombre nah warna Smooch itu pas banget untuk bagian dalam bibir bikin ombrenya cantik banget memang pas kalau masalah produk Pake dari @lakmemakeup apalagi kali ini packaging yang super gemes dan lucu karena kolaborasi dengan Minnie Mouse 💕💕 bismillah semoga beruntung 🙏 @nabilaagustinn @xenaasalsabila_ @dewiaulia11 #lakmemattemehappy

50w 1 like Reply

 be.beautiful.indonesia @elsatriutamii Setuju! Shade Giggle dapat membuat kamu berpenampilan effortlessly beauty tanpa perlu terlalu merona. Terima kasih sudah berpartisipasi ya, Girls. Good luck! 🥰

50w Reply

 lida_y_trisno Paling suka shade Giggle krn bikin tampilan jadi natural & ngak pucat, jadi enak dipakai daily 🥰🥰 ikutan yuk @mya_tnz @rikabastian @oeynataliee #lakmemattemehappy 🥰🥰

50w 2 likes Reply

 be.beautiful.indonesia @lida_y_trisno Untuk daily look, shade Giggle adalah pilihan yang tepat. Kamu akan terlihat natural namun tetap fresh. Terima kasih sudah berpartisipasi ya. Semoga kamu menjadi salah satu yang beruntung, Girls. 😊

50w 1 like Reply



On the internet,
everyone hold a speaker to speak louder.

They can say nice thing about you.
Then life goes on. But when someone's say
bad thing, the news travels fast and
multiplied.

With hindsight, we realized that
one dissatisfied voice is a spark that could
eat the whole forest!

So...

Rather than using your team hours to handle consumers voices, why don't you use a solid team of agents with rigid process to manage them?



“Customers are always *beautifully*,
wonderfully dissatisfied.”

Jeff Bezos

Let's Discuss

hello@trys.co

