

We look at how Signal helped transform Quilter's competitor tracking

"Media coverage analysis differentiates Signal from the rest. With Signal analysis reports, the insights are presented in a way our senior stakeholders can relate to." - Tim Skelton-Smith

Tim Skelton-Smith is Deputy Communications Director at Quilter formerly known as Old Mutual Wealth. We spoke to Tim about his experience with Signal.

The challenge

Quilter had previously only monitored media coverage of its different companies and divisions at a basic level, resulting in internal stakeholders comparing them against each other. They needed a solution that enabled them to monitor their own performance against key competitors.

"Previously we were comparing internal business units. Now, we're scanning the whole marketplace." - Tim

The solution

Tim was attracted to Signal's unlimited monitoring, enabling them to track as many competitors as they wanted for a fixed fee. Signal also provides Quilter with monthly analysis reports, which allows the team to present key insights to senior management quickly and effectively.

Quilter has benefited from Signal's real-time news delivery, which alerted the team to a key radio interview within minutes of it taking place. Tim also appreciates Signal's customer service, with quick response times helping Quilter deal with urgent situations.

"You don't feel like you're just another client." - Tim

The results

Quilter has benefited from being able to scan all parts of their landscape, from competitor activity to the impact of corporate sponsorships, in far more depth. The communications team can share more information with Quilter's executive committee, helping them quantify the results of their work.

Quilter's communications team is now able to monitor competitors' activities in greater detail and in real time. The data insights and monthly analysis reports provided by Signal are readily shareable with the executive committee.

Going forward, Quilter is looking to extend the use of the Signal platform beyond the communications department so other teams can benefit from the insights it can provide.

"We would certainly recommend Signal as a solution for media monitoring, competitor tracking and reporting." - Tim



About Quilter

[Quilter](#) is a leading UK and cross-border wealth manager. It provides asset management, financial advice and wealth management services, overseeing more than £100bn in customer investments. Quilter plc is a member of the FTSE 100.



About Tim Skelton-Smith

[Tim Skelton-Smith](#) is Deputy Communications Director at Quilter. He has been with the firm for over three years, and is responsible for planning and executing Quilter's communications, liaising with internal and external stakeholders to support the overall business strategy.