



Novus Group Client Case Study: British American Tobacco

Overview of the company

The home of British American Tobacco (**BAT**), a leading multi-category consumer goods company that provides tobacco and nicotine products to millions of consumers around the world.



The problem statement

British American Tobacco experienced hard to use platforms with other service providers and found their customer service appalling.

British American Tobacco was looking for a company that provides exceptional customer service, a user-friendly interface, swift platform loading, unlimited logins, seamless clipping sharing with colleagues, and customizable features to meet specific needs.

Solution and implementation

Novus Group provided British American Tobacco with responsive customer service, tailored platform customization, hassle-free link sharing, fast-loading dashboard, prompt communication via emails/WhatsApp, proactive understanding of our needs, and optional training sessions. Enhanced news coverage accessibility for streamlined monitoring.



Plans for the Future

British American Tobacco will definitely be using Novus Group going forward for all their media monitoring requirements.



Quote from the Client

“Novus Group customer service and customisability are exceptional”



Thank you

