



Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.



A Roadmap to your Social Analytics Future

The stages of Your Social Media Analysis Maturity

Dev Mookerjee – Business Analytics Consultant

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Average age
of a Facebook
user.. **40.5y**

**VOLUME OF BUSINESS DATA
WORLDWIDE *DOUBLES EVERY*
1.2 YEARS**

**EVERY DAY, WE
CREATE 2.5
QUINTILLION BYTES
OF DATA**

Brands and
organisations on
Facebook receive
34,722 Likes **EVERY
MINUTE**

Data production
will be 44 times
greater in 2020
than it was in
2009

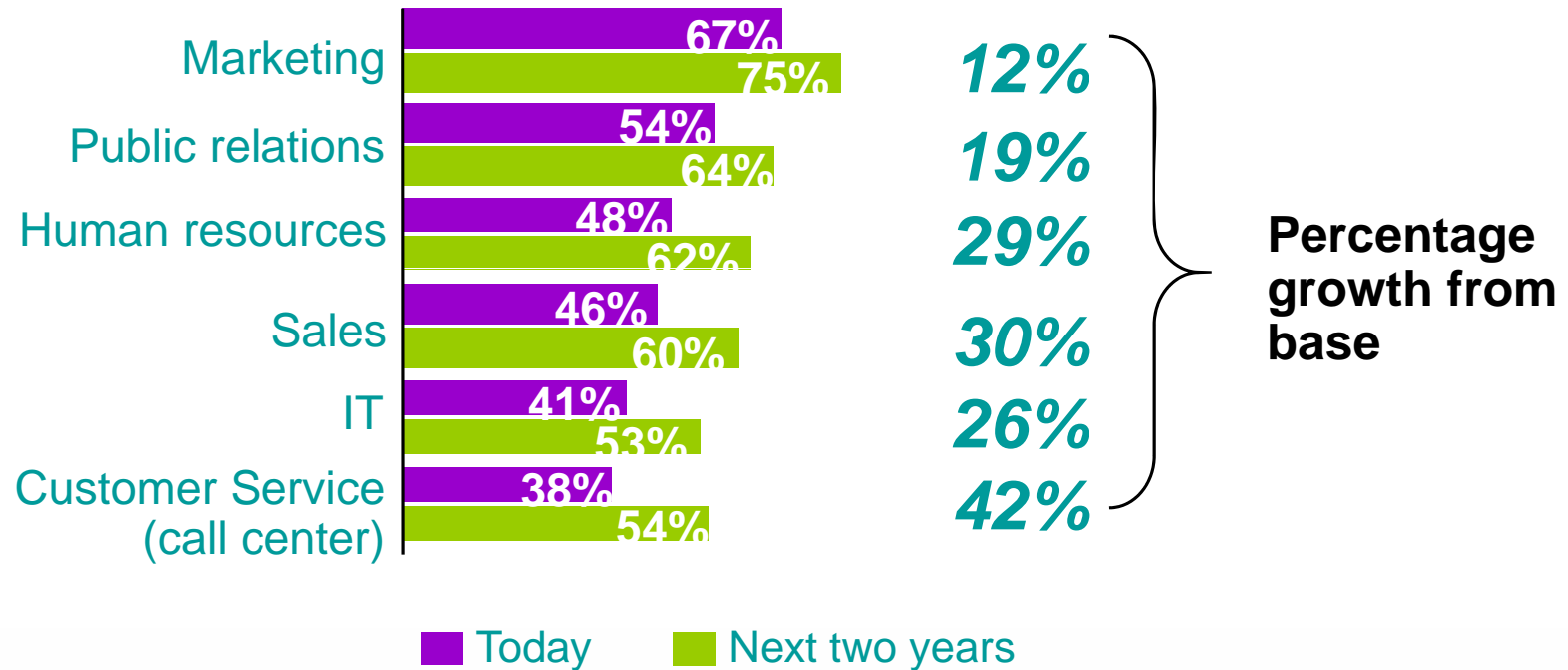
Twitter sees 12 Terabytes of Tweets
EVERY DAY

**BY 2020, BUSINESS TRANSACTIONS ON THE INTERNET - B2B AND B2C WILL REACH
450 BILLION PER DAY**

Today, companies primarily focus on external social media; moving ahead, social activities will continue to spread across the organization



Top functions applying social approaches

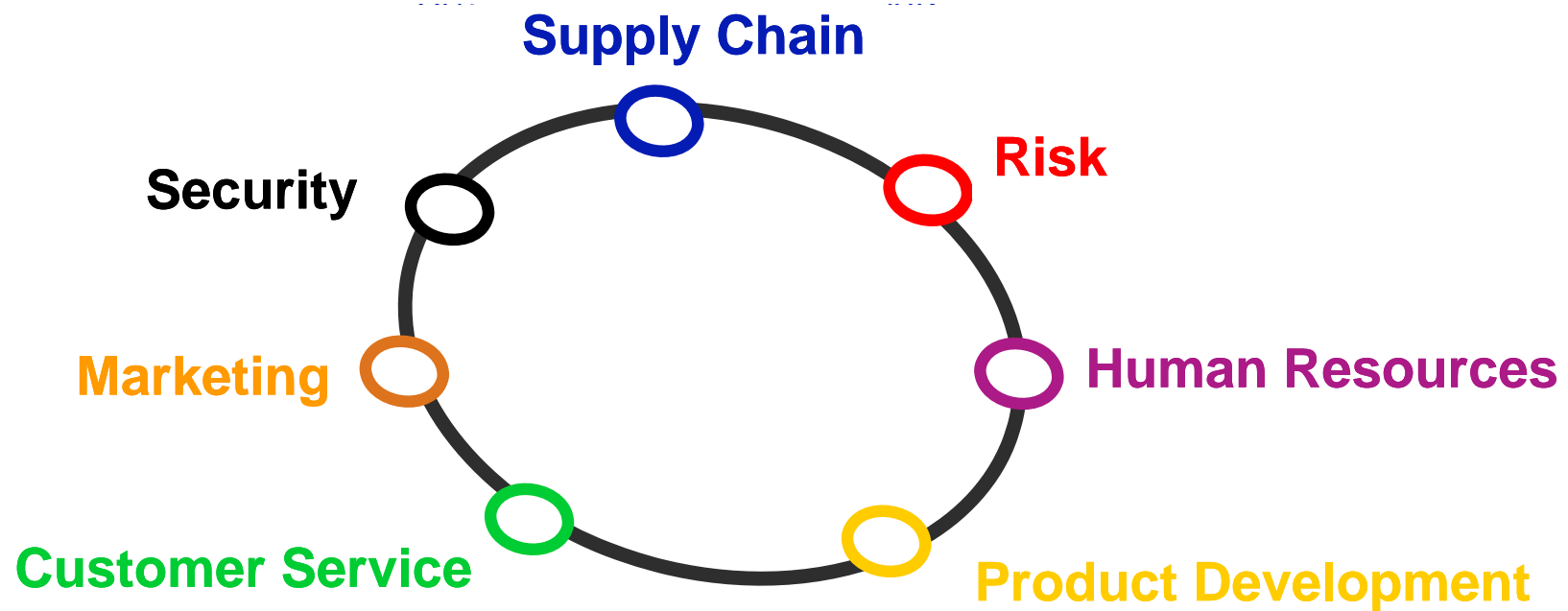


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Source: Institute for Business Value, Business of Social Business Study, Q1. Which functions within your company are applying social business practices today and which are planning to apply them within the next two years? Global (n = 1161)

IBM Social Media Analytics targets a Multitude of Business Issues driving actions not just listening



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Social Media Analytics

A Maturity Journey

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Or get it from:

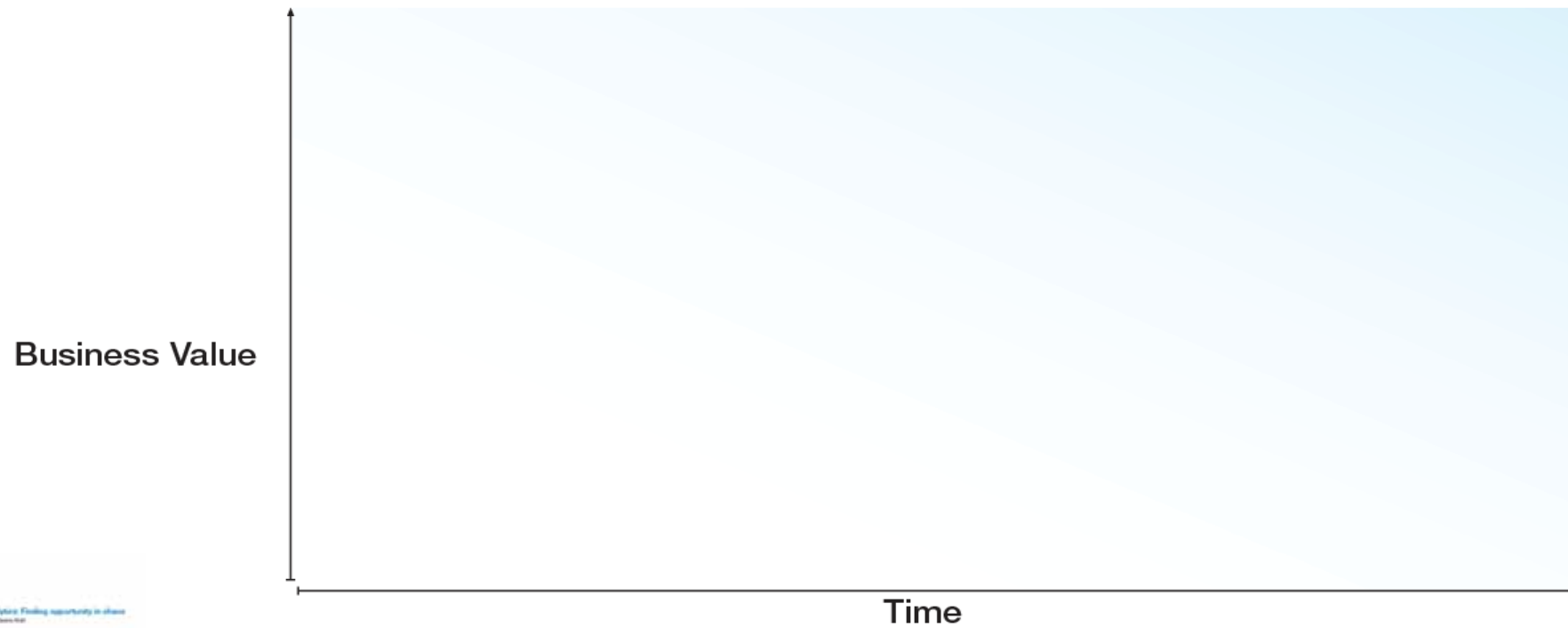
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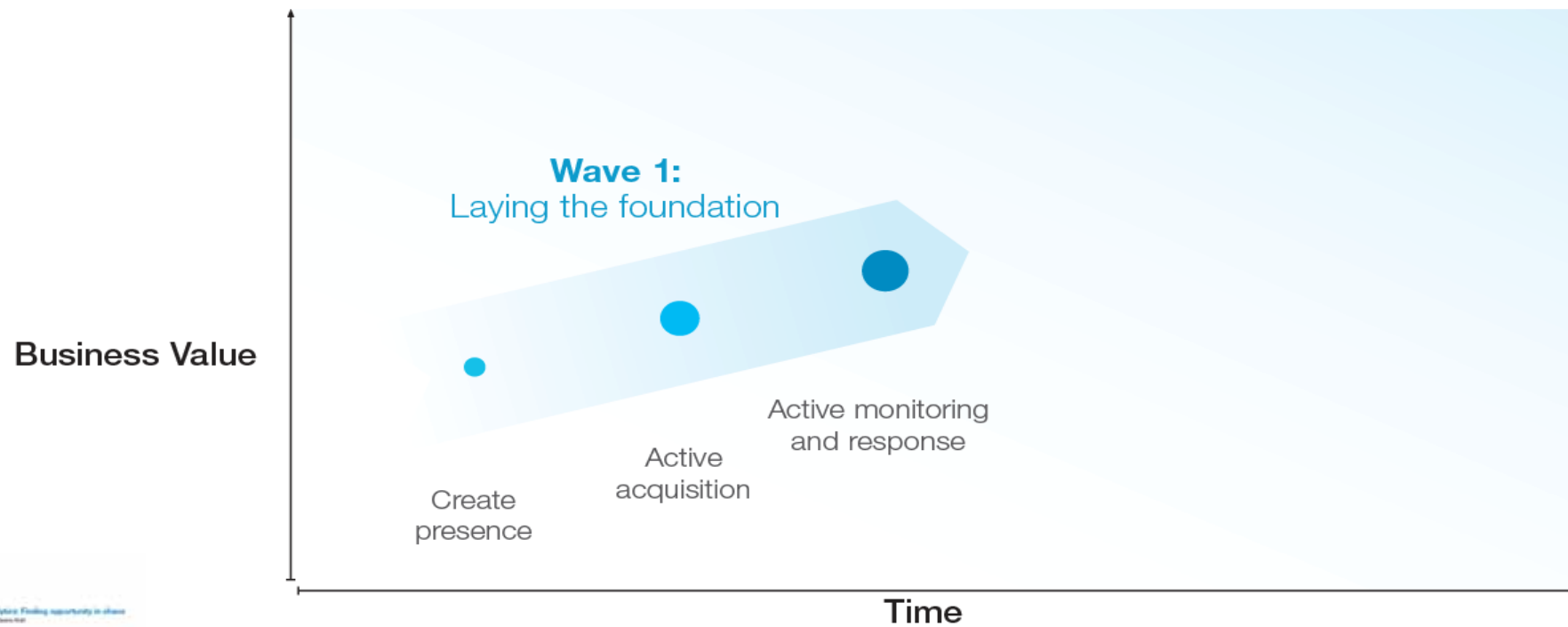
Social Analytics Maturity Model



Social Analytics: Finding opportunity in chaos
The Social Analytics Maturity Model
<http://ow.ly/hd71P>

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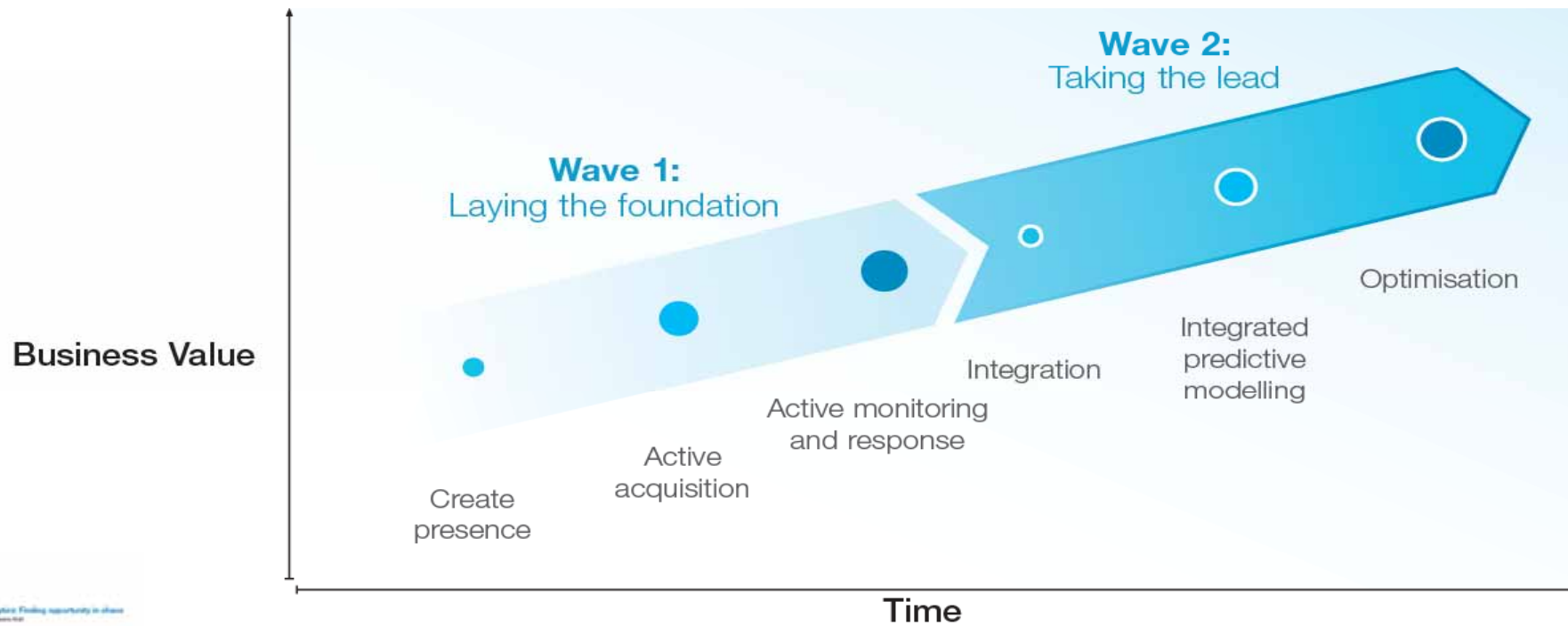
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Social Intelligence Maturity Model Drilldown



Wave I:
Laying the Foundation

Wave II:
Taking the Lead

	Tactical Monitor & Respond
Engagement (Doing)	<ul style="list-style-type: none">• Tactical Responses as opposed to Leading• Limited social perspective, one-size-fits-all broadcast messages
Analytics (Thinking)	<ul style="list-style-type: none">• Categorization (#s, %..)• Minimal integration of social profiles• Limited datasets, narrow window of historical data• Ad-hoc, passive
Monitoring (Active Listening)	<ul style="list-style-type: none">• Basic filtering with keywords• Anecdotal business insights• Campaign-centric focus• Streaming content



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Monitoring (Active Listening)	<ul style="list-style-type: none"> Basic filtering with keywords Anecdotal business insights Campaign-centric focus Streaming content 	<ul style="list-style-type: none"> Analytics-assisted filters – ranking & prioritization Quantitative business insights aligned to business strategy Rules-based event generation Mix of both social and limited “traditional” data



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Social Intelligence Maturity Model Drilldown

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IBM Analytics Quotient

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AQ = Analytics Quotient

$$= \frac{\text{Realized}}{\text{Potential}}$$

The more you infuse analytics into your business, the higher your AQ and the better you and your business will perform

The AQ Journey



STEP 1: Novice

- You rely on spreadsheets with information gaps
- The rear view is your only view

STEP 2: Builder

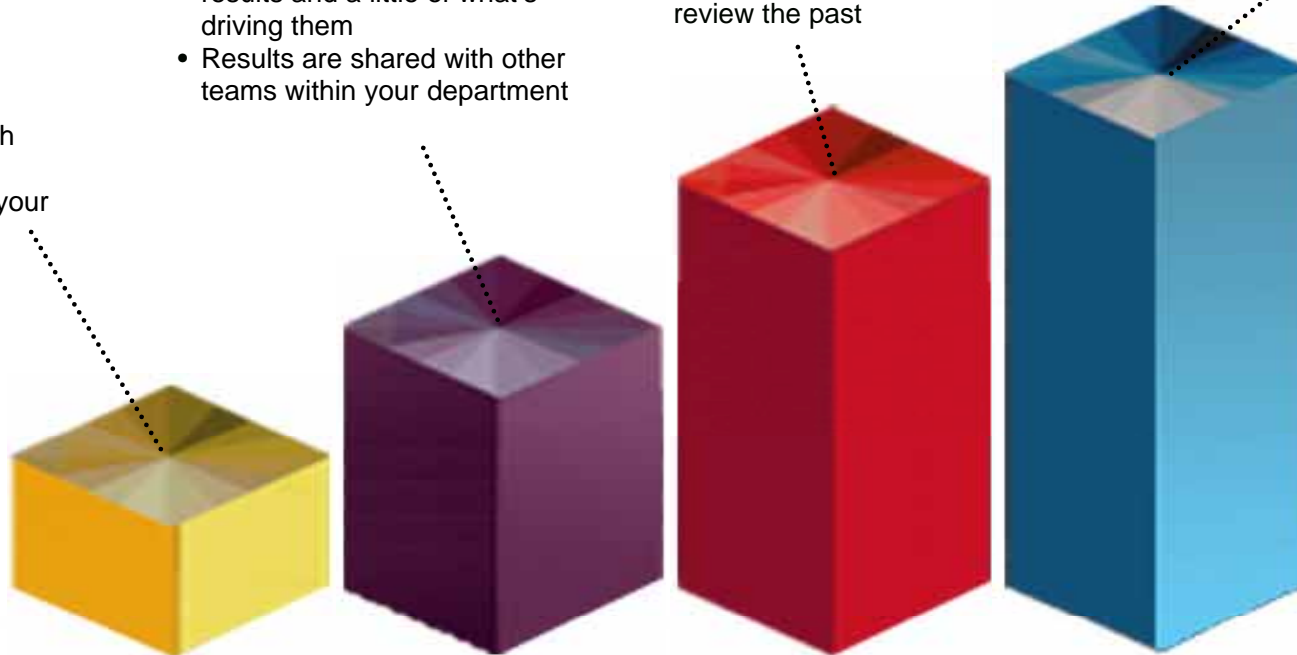
- You have a view into current results and a little of what's driving them
- Results are shared with other teams within your department

STEP 3: Leader

- Your VP sets the strategy
- Your department's metrics map to other departments metrics
- You look forward as much as you review the past

STEP 4: Master

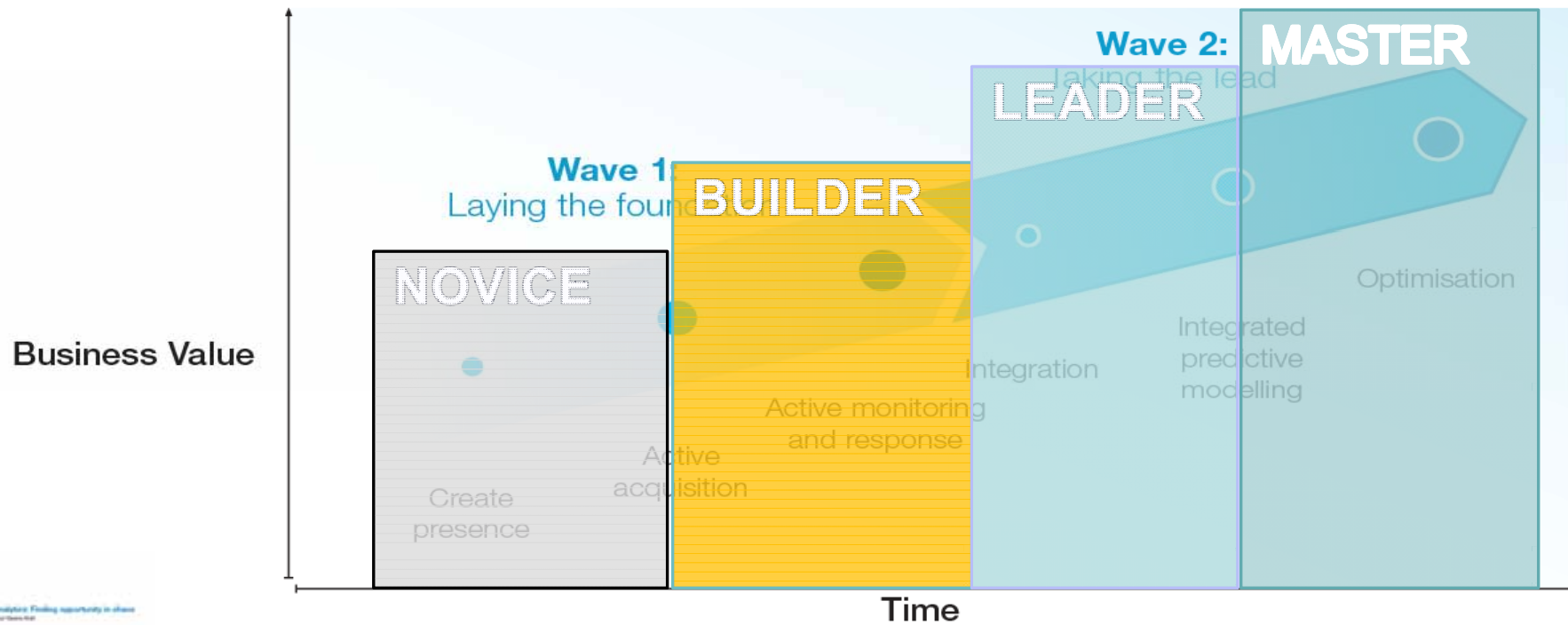
- Top-down goal setting
- Insights flow freely across divisions and departments.
- You allocate resources, minimize risk and maximize outcomes with equal ease and speed



Manual, slow, error prone, cumbersome, fragmented
Data quality concerns

Automated, instant, accurate, seamless, converged
Data governance is in place

Social Analytics Maturity Model



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The 4P's of Social Analytics



	NOVICE	BUILDER	LEADER	MASTER
People	<ul style="list-style-type: none"> Occasional & superficial focus on social insights – within current job functions Personal initiative drives learning curve – not core part of job description Management offering limited support in resource or available time. 	<ul style="list-style-type: none"> New role(s) to focus on social monitoring, analysis & engagement. Staffing from external sources & selected internal headcount Explicit management focus, including some limited performance measurement of social engagement 	<ul style="list-style-type: none"> Integration of social roles into key functional responsibilities Job descriptions include capabilities around monitoring, analysis & engagement. Management encourages and rewards social eminence & skill-set through annual review process & formal rewards/recognition. Significant growth in industry eminence. 	<ul style="list-style-type: none"> Systemic integration of social monitoring, analysis & engagement expertise across enterprise, as appropriate Employees have industry-leading eminence. Peers in industry look to them for insight & advice.
Process	<ul style="list-style-type: none"> No alignment to top down strategies. Limited best practices and governance, with uncoordinated approach Initial conversations on business for including social media planning Tactical responses as opposed to strategic engagement Creating presence on social media 	<ul style="list-style-type: none"> recruiting some external consultants to manage social media KPIs put into place. Typically standalone counts of likes/fans etc. 	<ul style="list-style-type: none"> Social analytics considered a major channel in an integrated marketing strategy Social media data is considered an asset to the business and integrated into the organisation's data strategy 	<ul style="list-style-type: none"> Organizations are able to set top-down goals and allocate resources based on strategic priorities and real-time insight into shifting dynamics of social media. Objectives and how staff will achieve them across the organization to achieve them. Social analytics is a key input into organisational optimisation process to allow for optimal decision making
Platform	<ul style="list-style-type: none"> Ad-hoc and disparate platforms 	<ul style="list-style-type: none"> Coordinated selection of tools organized by Business Unit 	<ul style="list-style-type: none"> Flexible, "pluggable" framework that delivers the right information to the right individual in the right context that are fully integrated with influence, eminence, and thought leadership Deliver Predictive Analytics capabilities to align social data to historical data and traditional business metrics 	<ul style="list-style-type: none"> Optimisation capabilities developed to allow for most efficient tasks.
Policy	<ul style="list-style-type: none"> Reactive and unclear policies that are established but not understood or adopted fully by employees 	<ul style="list-style-type: none"> Policies are technology/medium neutral and are adequately embedded / implemented across business units PR involvements increase, possible creation of first cut of organisation's employee social media policy 	<ul style="list-style-type: none"> Functional policy development to protect the organisation. Policies set around Marketing, public relations, employee flexibility. 	<ul style="list-style-type: none"> Agile policy to allow for maximizing business value of social activity as an integral part of everyday job responsibilities



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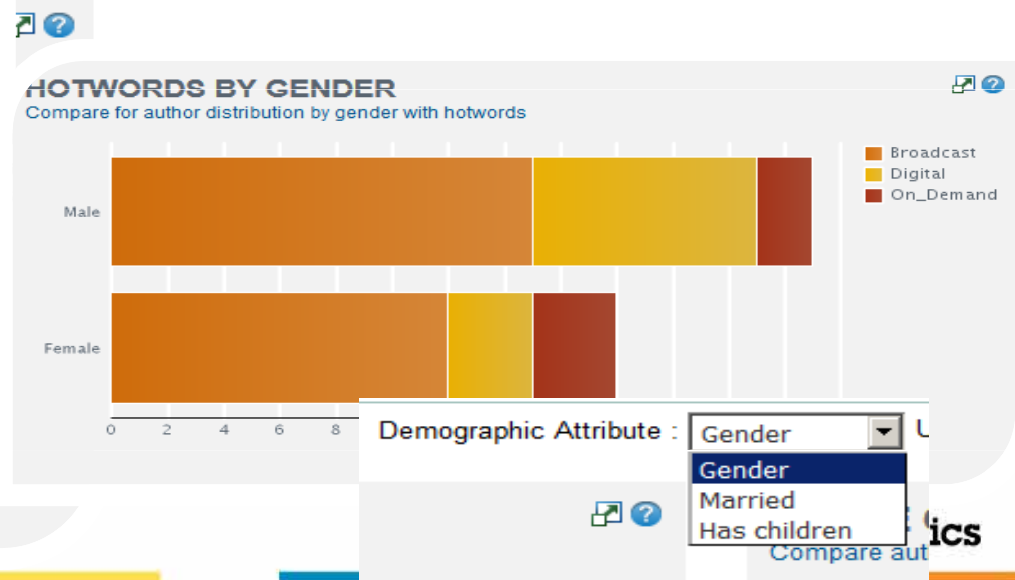
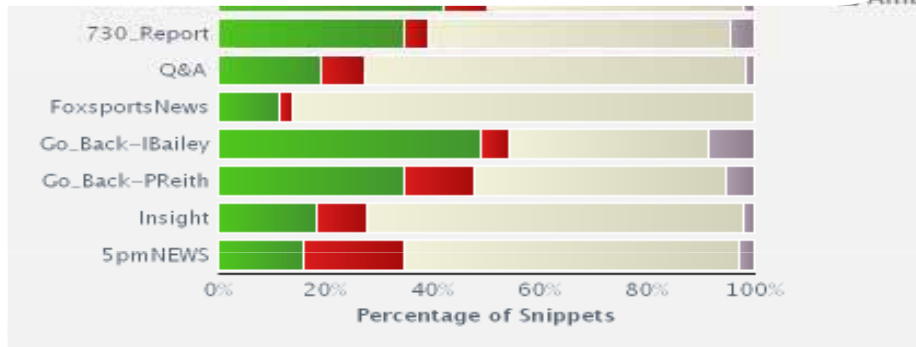
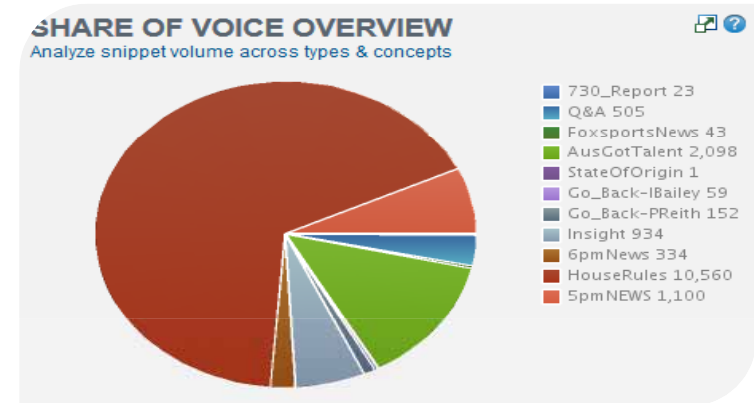
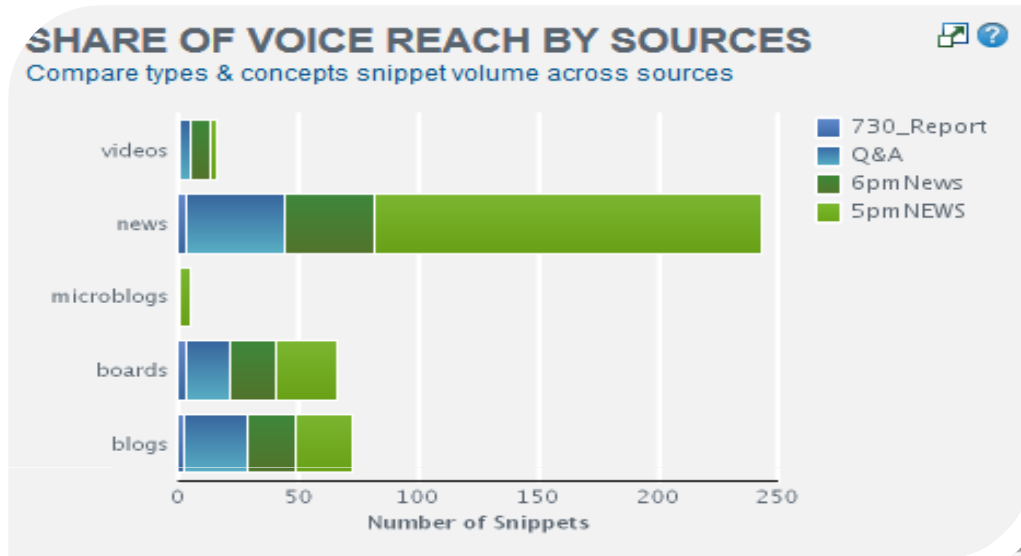
The solution

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Social Analytics – Not the expected



IBM Social Media Analytics



Easily understand what's being said about your organisation

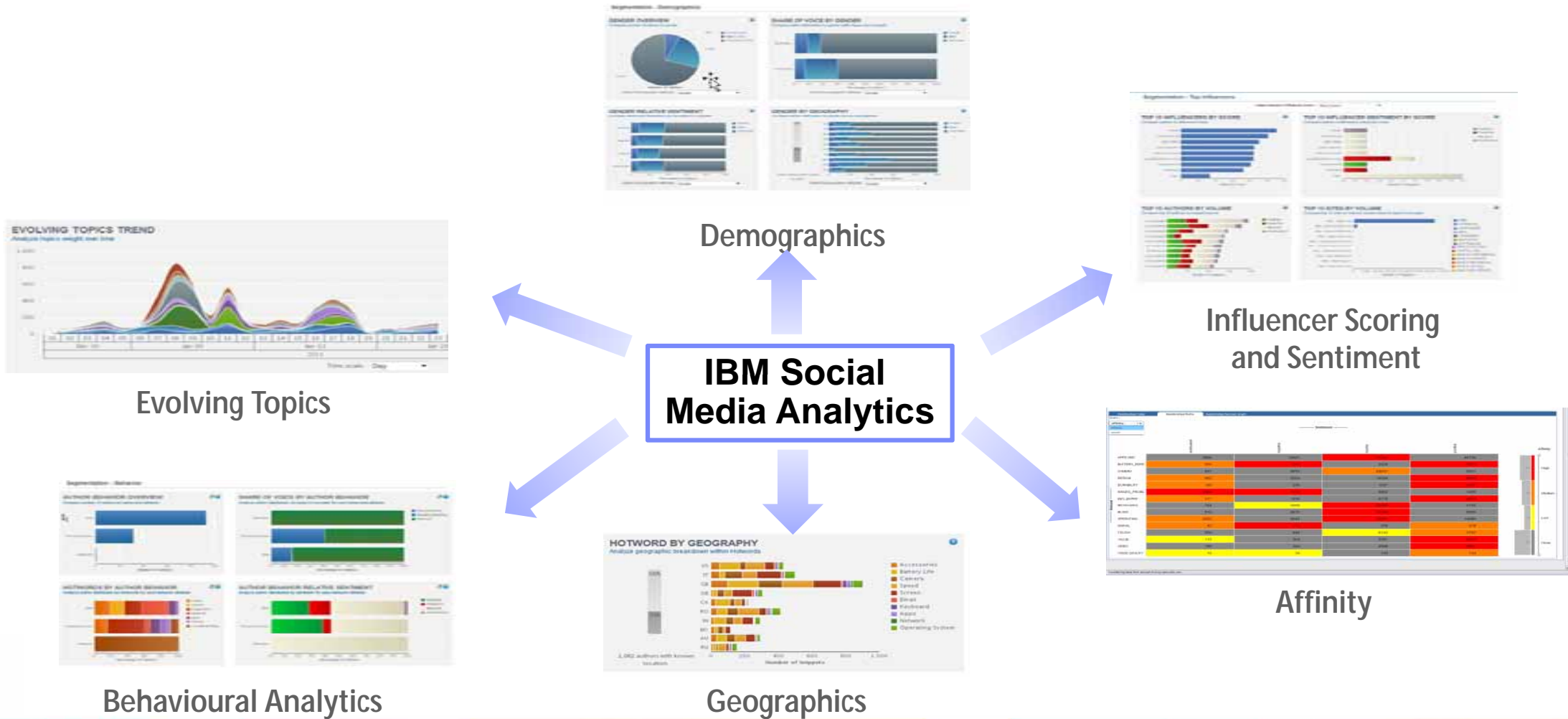
- Assess the impact of your social investments
- Identify behavior in the Social World
- Segment your constituencies
- Uncover insights by examining relationships
- Discover topics to anticipate new opportunities or risks
- Segment and target audiences across geography, demographics, influencers, and behavioral characteristics
- Gain understanding into the response to messages and actions



Deploy on premise or SaaS

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IBM Social Media Analytics



IBM Social Media Analytics: From Chatter to Insight

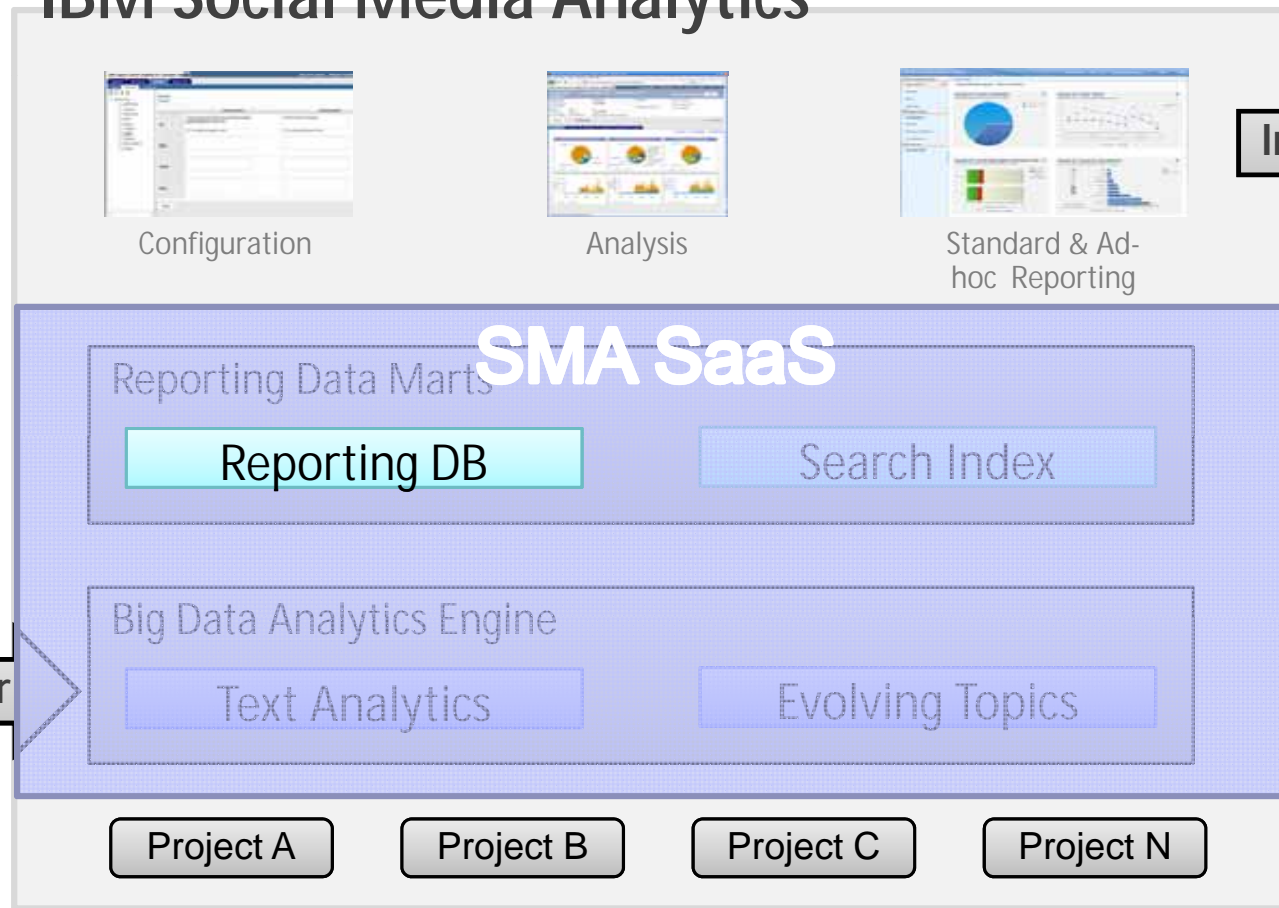


IBM Social Media Analytics



Blogs
Boards
Videos
Reviews
News
Twitter
Facebook

Chatter



Insights

Marketing

Human Resources

Operations

More..



Assess Social Media Impact

Are we successful? Where can we do better?



Situation Examples:

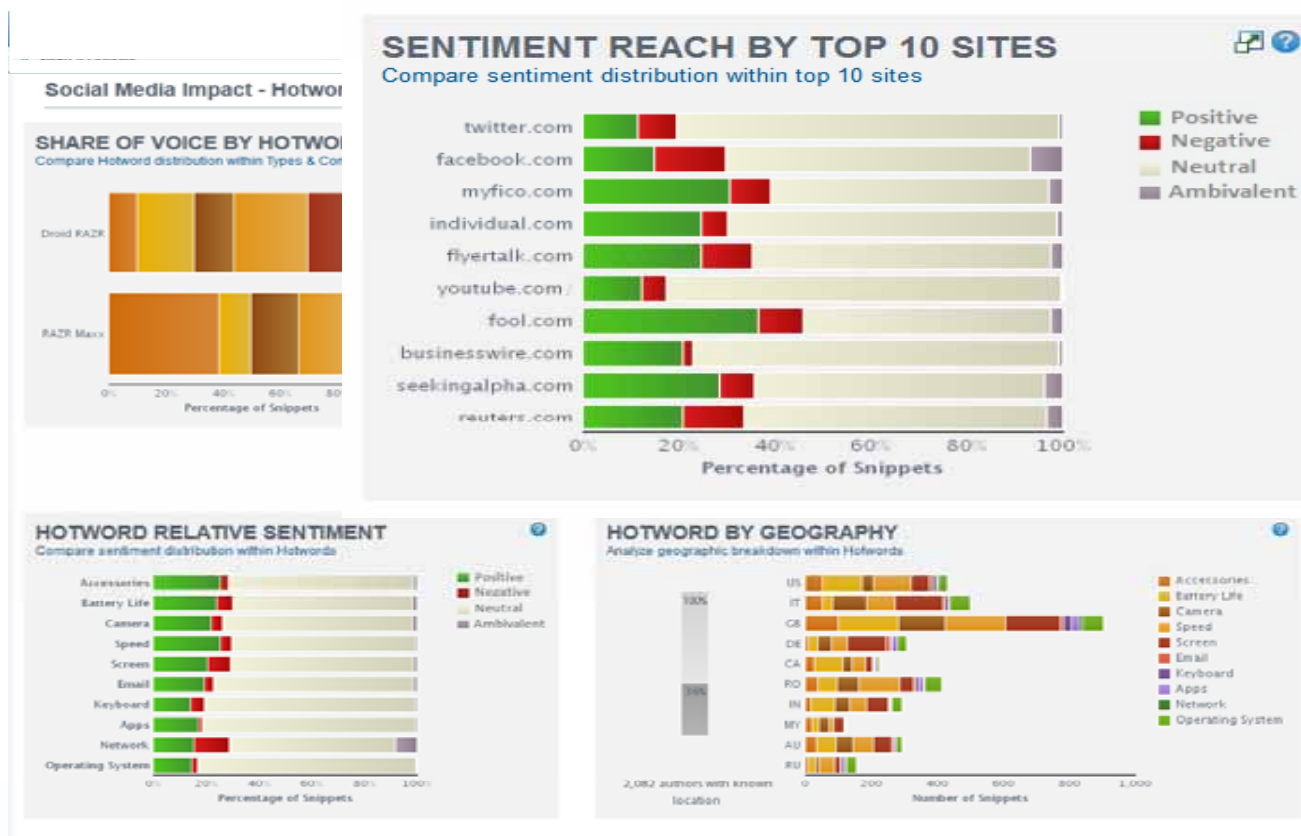
- Improve brand reputation with customers, employees, partners
- Assess investment in marketing campaigns, employee programs
- Understand impact of product features

Measures:

- Share of voice: Relative volume
- Reach: Distribution across sources
- Influencer analysis
- Sentiment: Distribution by sentiment
- Geographical differences

Actions

- **Improve message to market**
- **Change marketing mix**
- **Update employee programs**
- **Introduce new product features**
- **Target new suppliers**



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Segment Social Media Audiences



Are we hitting target audience? Have we identified potential new target?

▪Situation:

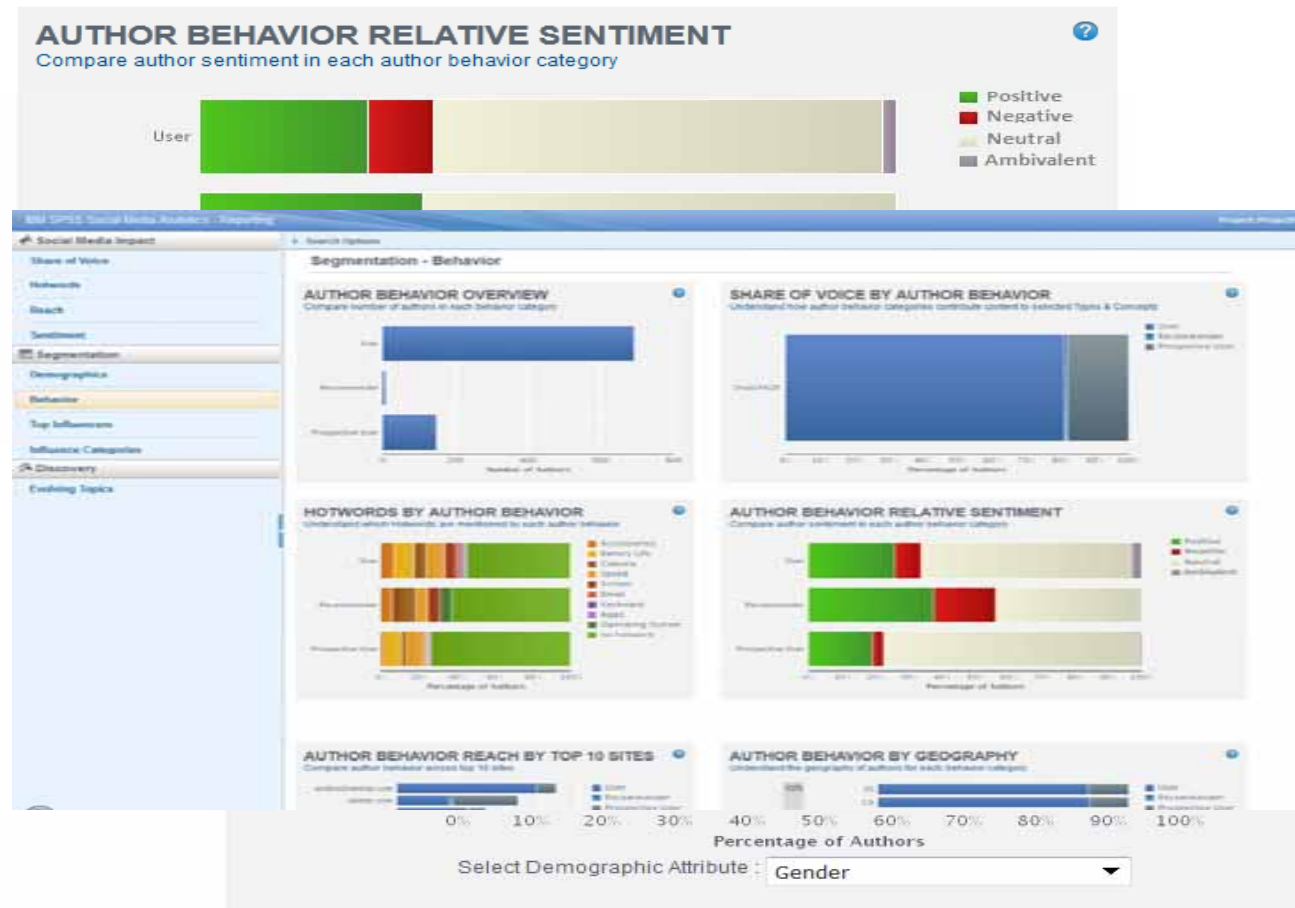
- Enter new market or grow target market share
- Improve market/sales effectiveness
- Recruit top talent
- Identify Supply Chain disruptions

▪Measures:

- Demographics - context
- Influencer impact
- Author behavior patterns
- Geographic differences

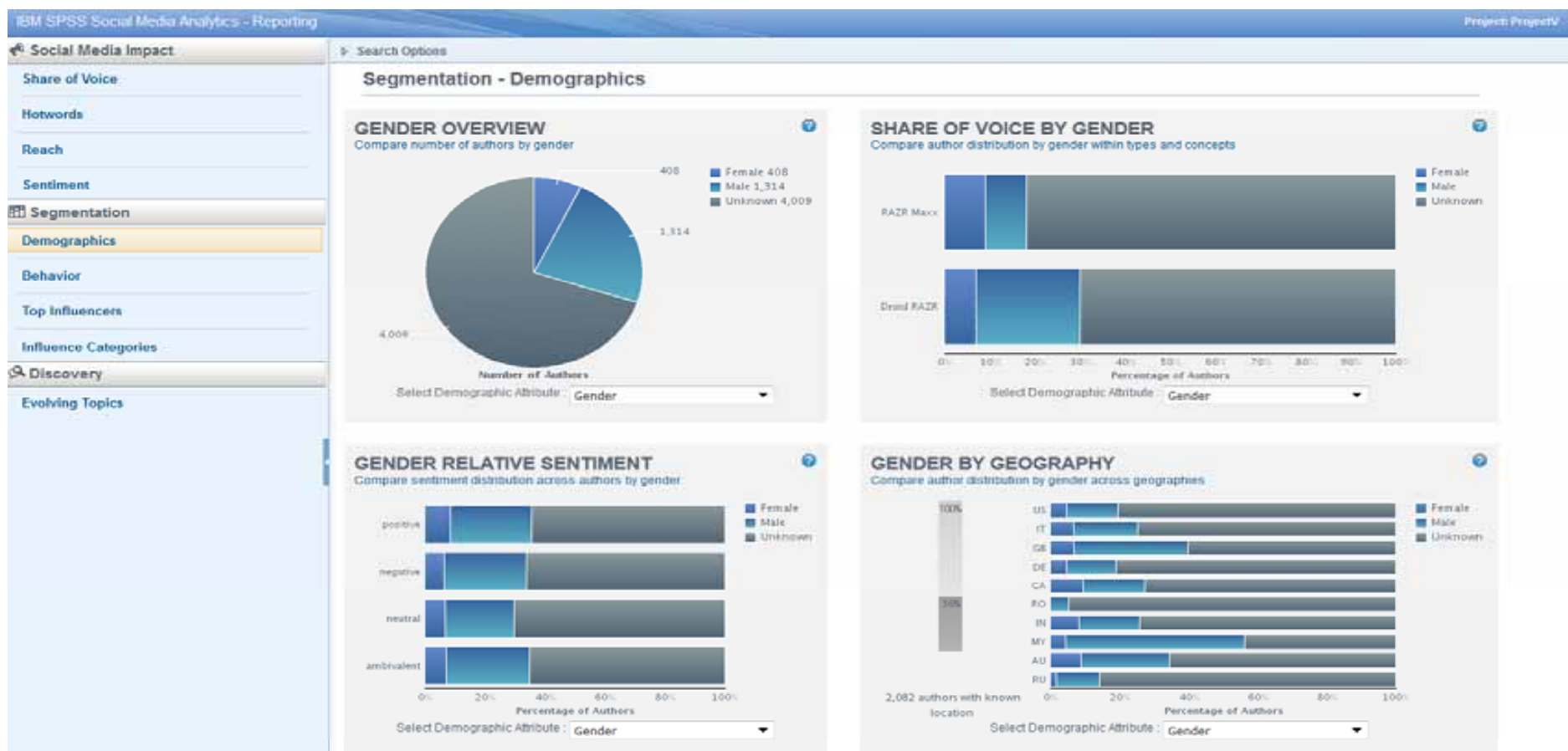
▪Actions:

- *Improve targeted programs*
- *Move to second supplier*
- *Change marketing mix*
- *Plan new recruitment strategies*



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Segment: Author Demographics



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Identify Relevant Relationships



Is there strong grouping of negative or positive terms to drive new approaches?

Situation:

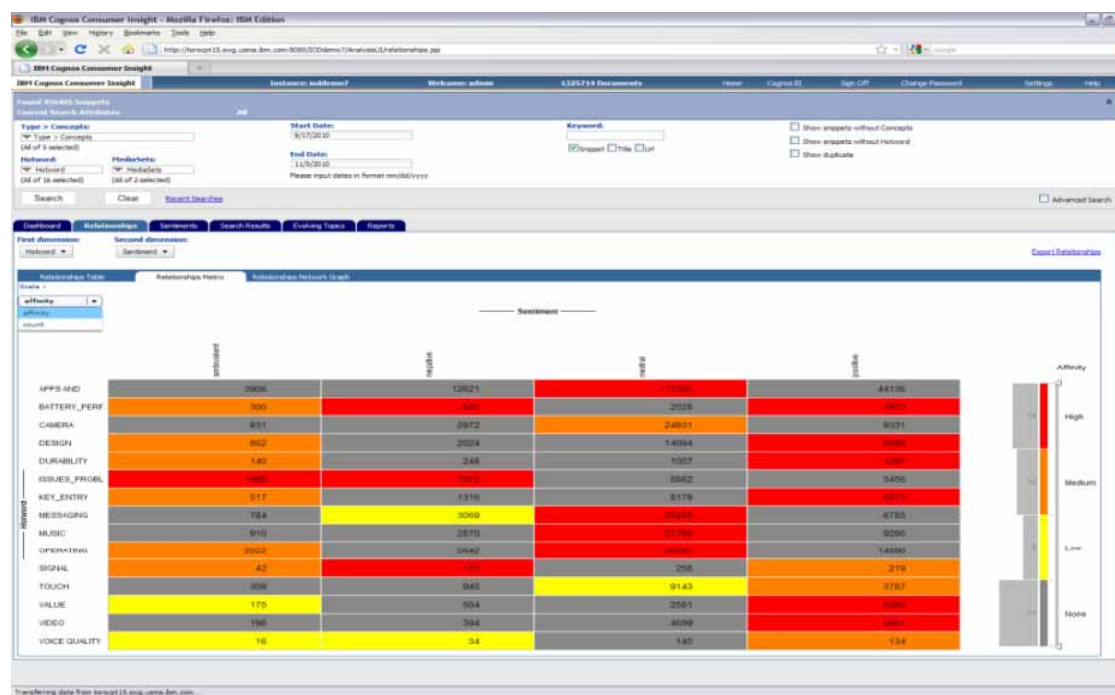
- Grow market share vs. competition
- Improve employee satisfaction
- Select new vendors

Measures:

- Product Feature Affinity
- Employee Sentiment Affinity
- Vendor Reputation Affinity
- Competitive analysis

Actions

- **Better target messaging**
- **Change marketing mix**
- **Partner risk identification**
- **Update employee programs**
- **Introduce new features**



Discover new ideas...and risks



What we did not know about our model - What are my next steps?

▪Situation:

- Expand product lines
- Understand the “market” voice
- Identify brand risks
- What don't we know

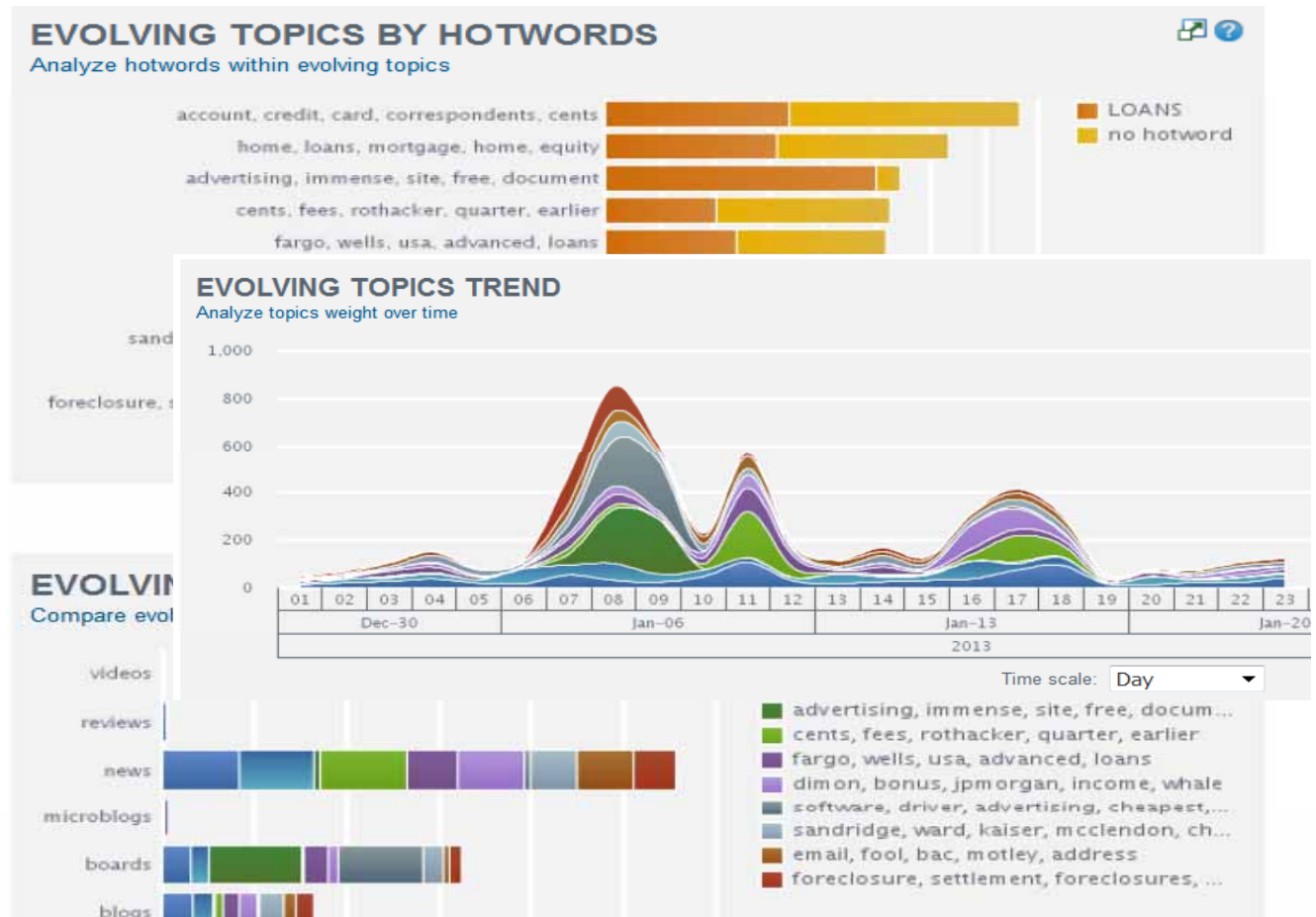
▪Measures:

- Emerging topics – share of voice
- Emerging topics – sentiment
- Emerging topics – reach
- Emerging topics – geography

▪Actions:

- *Identify new market, product etc.*
- *Improve market positioning*
- *Change marketing mix*
- *Update model*
- *Introduce new features*

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Who else is on the Journey to Master?

Case Studies

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BBVA is a global group that offers individual and corporate customers a comprehensive range of financial and non-financial products and services. It enjoys a solid leadership position in the Spanish market, where it first began its activities over 150 years ago. It also has a leading franchise in South America; it is one of the 15 largest U.S. commercial banks and one of the few large international groups operating in China and Turkey. BBVA employs approximately 104,000 people in over 30 countries around the world, and has more than 47 million customers and 900,000 shareholders.

Business need:

BBVA needed an online tool to detect possible risks to its reputation in order to increase positive feedback and customer satisfaction. BBVA branches around the world reported individual analyses about BBVA's online presence to Communications, Brand & Reputation and CSR departments, but widely differing samples and criteria in the USA, South America and Spain made reporting inconsistent.

Solution:

IBM Cognos Consumer Insight(now IBM Social Media Analytics) automates this online analytic process with a high degree of scalability. The solution can identify the subject, type, date, author, title and country of online comments made about BBVA and its brands. News channels, blogs, forums, Facebook and Twitter are regularly checked and analyzed, delivering in-depth insight in consistent, easy to understand packaged reports.

Benefits:

Enables BBVA to consistently respond to and gain insight into customer needs and feedback. Gives BBVA the ability to measure the success of its outputs and approaches to engaging stakeholders and customers. Shows whether positive or negative sentiments have increased or not, looks for the source and reason of comments and helps make decisions and plans.

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Car Sharing Service for Global Auto Manufacturer

CCI (now IBM Social Media Analytics) for Brand Management and Better Customer Satisfaction

Business Need:

Company provides car sharing services in several cities in Europe and North America. As the car sharing industry develops, the service recognized the need to identify what customers are saying about its service and about its competitors in the marketplace. They realized this business model, needed to address customer loyalties and shift from a classical market development approach into one that leveraged monitoring social media.

Solution:

The IBM solution included Cognos Consumer Insight (now IBM Social Media Analytics) and associated SWG services to implement and configure the solution. There are three primary business reasons for the purchase:

- Analyze competitors' strategy and e-reputation
- Detect issues reported by customers early in cycle
- Better quantify customer satisfaction

Initially, the solution will be used by senior executives and general managers, including the CEO, CFO and CMO. They will provide input and further refinement as they gain experience with the solution and gain in depth insights.

Benefit:

Client has insights into issues and reputational impacts to their brand and providing details to executives to as they grow their global footprint.



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International Spirits Company

Brand Monitoring and Better Understanding Customer Preferences



Business Need:

The Company needed a platform to consistently monitor its brand across several markets for reputation purposes. Moreover, they wanted to further explore the cultural differences, similarities and desires across geographies of markets for their products. In different languages.

Solution:

Cognos Consumer Insight(now IBM Social Media Analytics) was chosen as the logical extension to the solution to support the Company at analyzing huge amount of social media consumer data. Another Social Media Analytics company was initially envisaged but The company's IT department valued IBM's solution, which, had a more consistent and flexible approach by using industry standards. US and UK markets will be the first markets targeted. Moreover, Lotus Notes and Connection was selected by the Company as a key solution to provide social network capabilities internally for improved collaboration.

Benefit:

The Company used IBM services for implementing CCI (now IBM Social Media Analytics) for smarter market insights and the Spanish and South American markets will be next on the roadmap. The company is garnering richer insights into global and local differences in desires and leverages these for future market development.



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Outsourced Call Center Company

Enhance Advanced Analytics with Social Media Analytics to Increase Customer Revenue



Business Need:

The Company was using a competitive for Social Media analytics; however, they had need for deeper reporting & analysis to provide their customer base with rich insights. Moreover, they needed to provide a higher level offering for clients that could leverage their investments in existing IBM BA solutions with Cognos and SPSS, in conjunction with GBS expertise.

Solution:

The Company selected CCI(now IBM Social Media Analytics) to leverage social media data as part of Business Analytics environment. The ability to report in a single environment, with advanced analytics capabilities provided the Company with the environment to attain their goal of enhanced services to customers to drive increased revenue.

Benefit:

The Company can now see information at a document level to drive enhanced capabilities for their clients. They can staff the call center better with social analytics as part of the staffing models in SPSS, provide enhanced services to their customer base and leverage their investments made with IBM.

More resources...



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Social Media Analytics
Unlock the value of customer sentiment in social media

Overview Products Downloads

Social media analytics delivers powerful customer insight
Social media analytics is a powerful tool for uncovering customer sentiment dispersed across countless online sources. As businesses feel the pressure to gain new insights from social media, they require the analytics expertise to transform this flood of information into actionable strategies. IBM solutions for social media analytics help organizations take control of this data, so they can improve customer satisfaction, identify patterns and trends, and make smarter decisions regarding marketing campaigns.

Social media analytics solutions from IBM can help your business.

- Capture consumer data from social media

Contact IBM
Considering a purchase?
Email IBM
Request a quote
Or call us at: 855-891-1634
Priority code: 10NKG03W

Transform your market research with social media analytics

More Social Media Analytics Resources
Customer Analytics

IBM SMA
<http://ibm.co/16v7DRa>

IBM White Paper

Social analytics: Finding opportunity in chaos
The Social Analytics Maturity Model



SAM White Paper
<http://ow.ly/hd71P>

IBM Social Media Analytics 1.2 Information Center

Navigation menu:

- Home
- Getting Started
- Installation and Configuration
- Administration
- Reporting and Analytics
- Integration
- Support and Resources

Main content area:

- What's new
- Getting started
- Installation and configuration
- Administration
- Reporting and analytics
- Integration
- Support and resources

Information Center
http://bit.ly/SMA_InfoC

IBM Social Media Analytics Education

28 Videos on YT
http://bit.ly/SMA_Training



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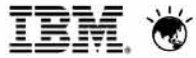


Let's Get Technical!

We will be showcasing our solutions through scheduled demos at our dedicated "Demo Zone". The demos are held throughout the breaks at the following times:

Time	Demonstration
Morning Tea	
10:55am - 11:10am	Australian Open - Big Data and Analytics
Lunch	
12:40pm - 12:55pm	Faster, Smarter Data Exploration and Visualisation
1:00pm - 1:15pm	Social Media Analytics
1:15pm - 1:30pm	Trusted Information for Analytics
Afternoon Tea	
3:00pm - 3:15pm	Intelligent Investigation Manager





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IBM Table Talk!

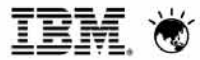
Got questions?

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For more information on the solutions covered during this session, visit the IBM Table Talk zone in the pre-function area. Our subject matter experts are on-hand to answer your questions throughout the day.





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