



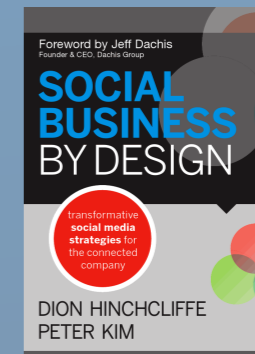
Preparing for the Era of Engagement

Introduction

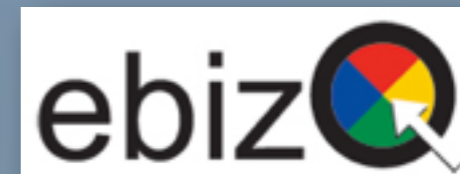
Dion Hinchcliffe

-  Dachis Group Chief Strategy Officer
 - <http://dachisgroup.com>
 - <mailto:dion.hinchcliffe@dachisgroup.com>
- ZDNet's Enterprise Web 2.0
 - <http://blogs.zdnet.com/Hinchcliffe>
- InformationWeek's Social Business By Design
 - <http://informationweek.com/thebrainyard>
-  : @dhinchcliffe

Spring 2012



InformationWeek





Social has been around
for a while now



A dark, grayscale world map is visible in the background, centered on the Atlantic Ocean. The continents are faintly outlined against the dark background.

Telephone

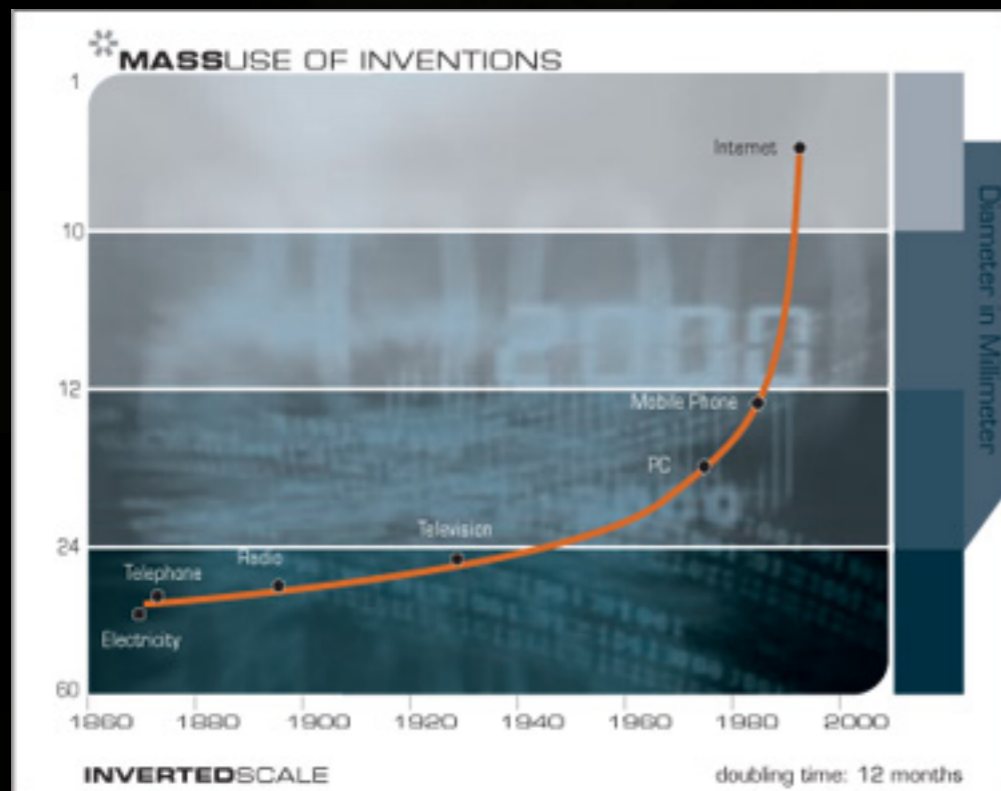
1890

A dark, grayscale world map is visible in the background, centered on the Atlantic Ocean. The map shows the outlines of continents and oceans.

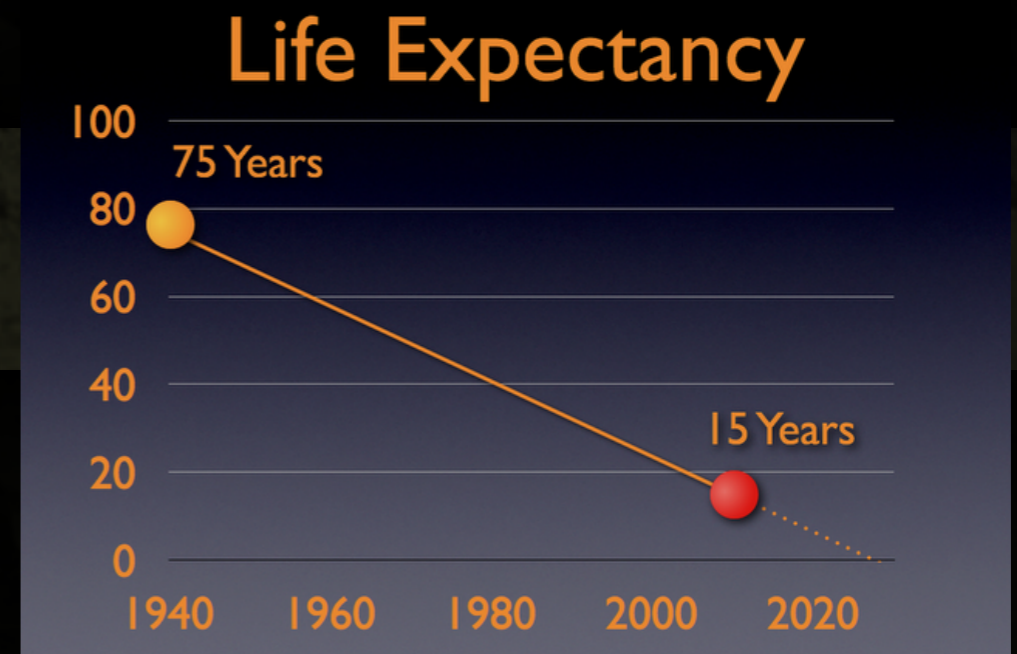
Internet Email & Websites

1993


Change is speeding up...




Pace of Technology Change



Life Expectancy of S&P 500 Company

A faint world map is visible in the background of the slide, centered behind the text.

Blogs	2003
Web 2.0	2004
Social Media	2005
Enterprise 2.0	2006
Social Business	2008
#CX	2012



*All to create better and
more meaningful
connections with each
other.*



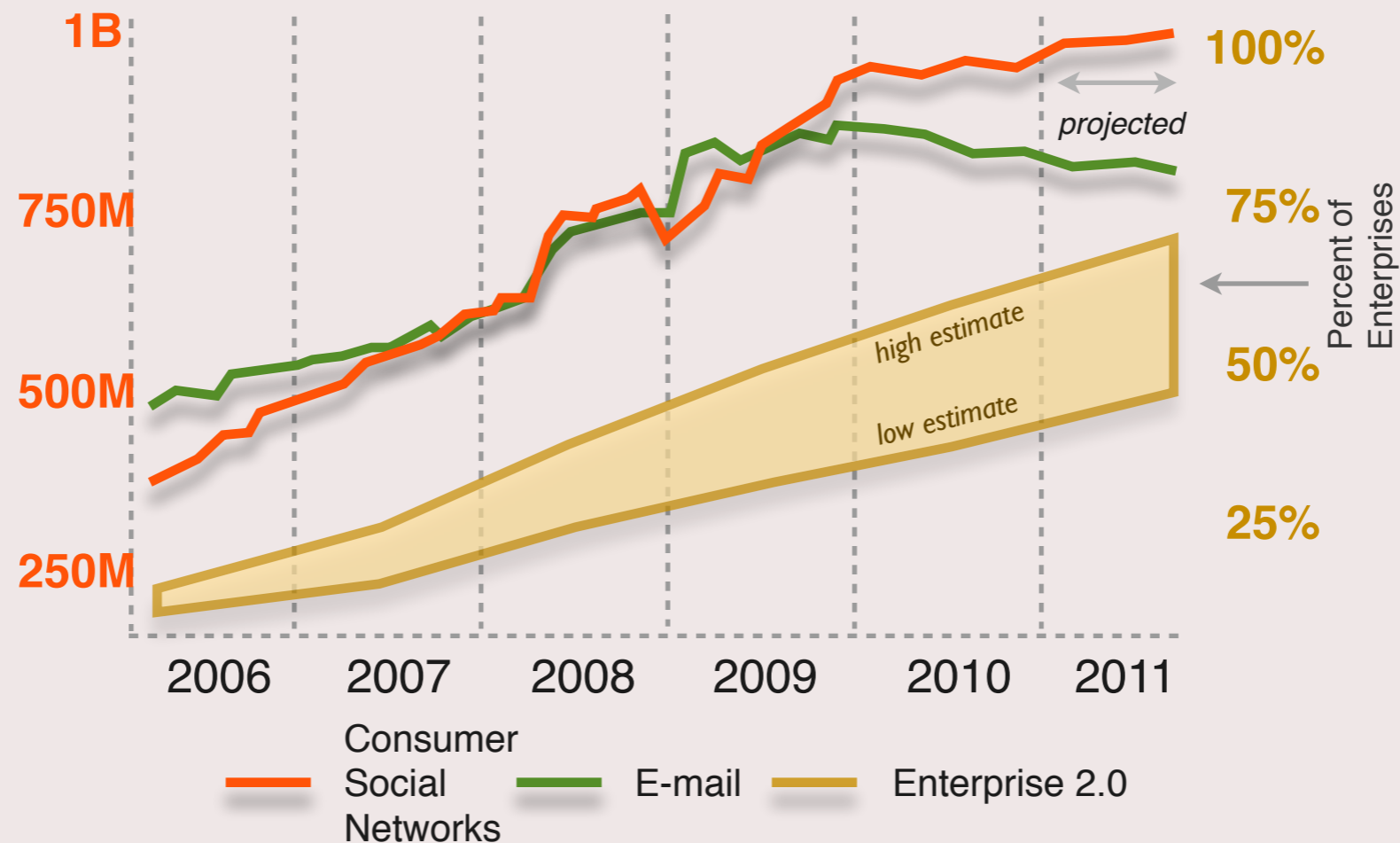
*What do these changes
have in common?*

transactions ► engagement

CORPORATIONS ARE ONLY SLOWLY ADAPTING TO THE ERA OF ENGAGEMENT

STATISTICS ON ADOPTION

The Adoption Rates of E-mail, Social Networks, and #SocBiz



Sources: comScore, Hitwise, and The Radicati Group, Forrester, APC, Intellicom, Nielsen Norman Group, Social Business Council, NetStrategy/JMC

The Backdrop: Priorities of Business Leaders for 2013



Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Increasing enterprise growth	1	Analytics and business intelligence	1
Delivering operational results	2	Mobile technologies	2
Reducing enterprise costs	3	Cloud computing (SaaS, IaaS, PaaS)	3
Attracting and retaining new customers	4	Collaboration technologies (workflow)	4
Improving IT applications and infrastructure	5	Legacy modernization	5
Creating new products and services (innovation)	6	IT management	6
Improving efficiency	7	CRM	7
Attracting and retaining the workforce	8	Virtualization	8
Implementing analytics and big data	9	Security	9
Expanding into new markets and geographies	10	ERP Applications	10

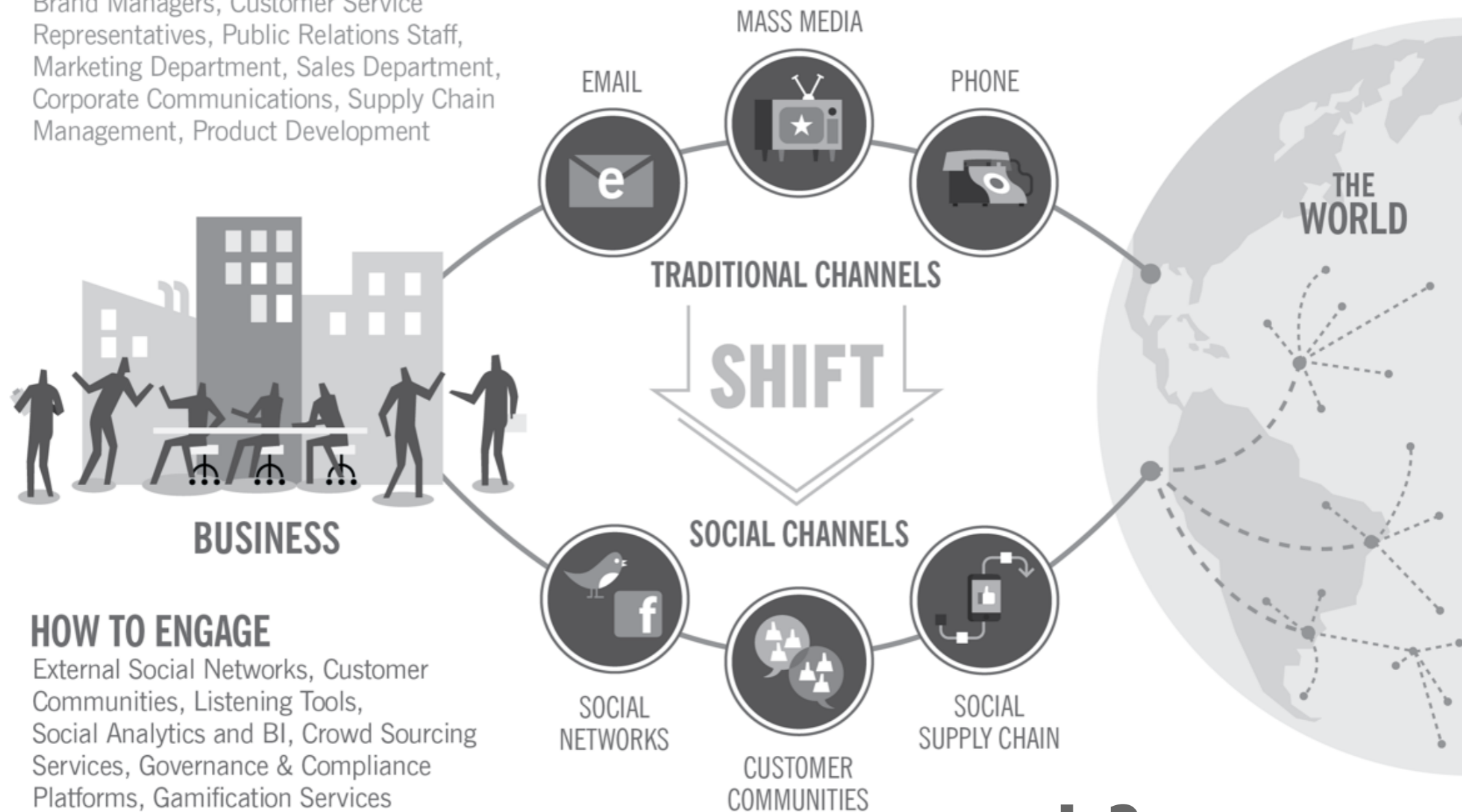
SaaS = software as a service; IaaS = infrastructure as a service; PaaS = platform as a service

Source: Gartner Executive Programs (January 2013)

The channel shift has been global & swift

WHO'S INVOLVED?

Brand Managers, Customer Service Representatives, Public Relations Staff, Marketing Department, Sales Department, Corporate Communications, Supply Chain Management, Product Development




HOW TO ENGAGE

External Social Networks, Customer Communities, Listening Tools, Social Analytics and BI, Crowd Sourcing Services, Governance & Compliance Platforms, Gamification Services

From: Social Business By Design, 2012

**1.3
billion 5 years
people**



*But many companies
are still just doing what
used to work.*

Investing in Engagement

We spend a LOT to try to achieve it...

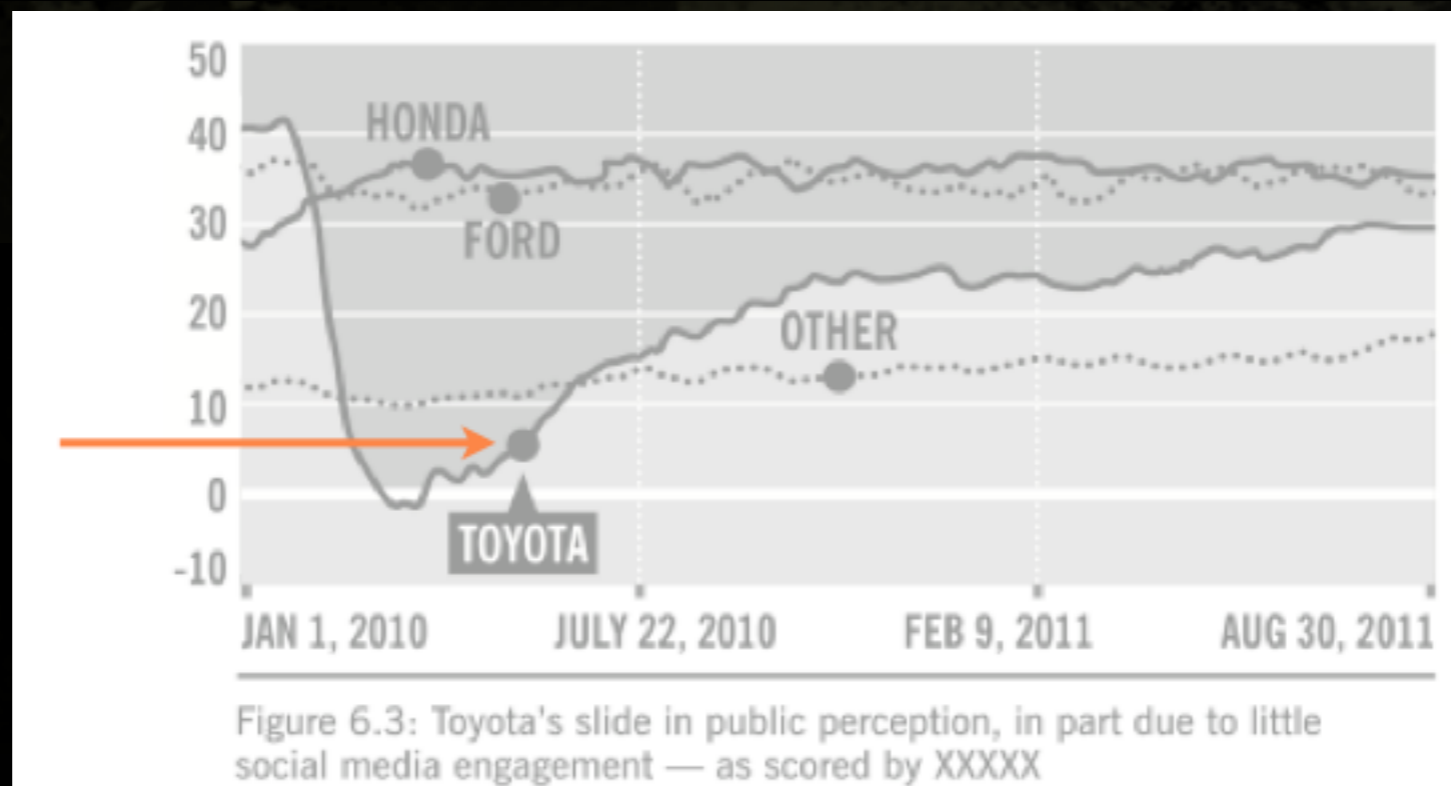
\$6000B

A Year

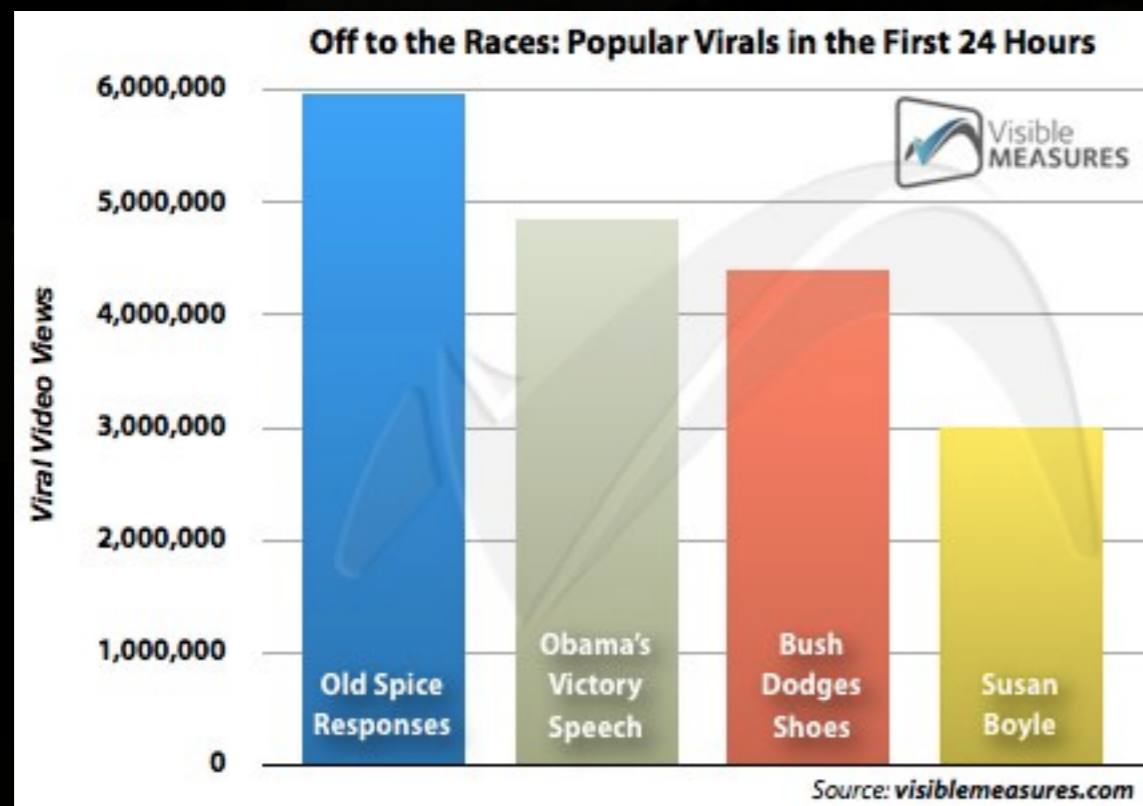
Premise:

Social Is the Ideal Platform to
Engage@Scale

What happens when we don't?



What happens when you do?



A fading brand, catapulted to #1 in its category within 90 days.

**Can be used to drive
business outcomes in scale:**

Sales

Customer Retention

Customer Care

Product Development

Crisis Resolution

Scale, Data, and an Interactive Medium

Creates opportunity for insight and engagement business value



Awareness

Passion

Mindshare

Advocacy



THE ENGAGEMENT PROGRESSION



Current Approach

#FAIL

Bigger staffs #FAIL

You can't staff into capitalizing on engagement @ scale

A staff of 11




ANOTHER WAY OF LOOKING AT THIS

World

YOUR
COMPAN
Y

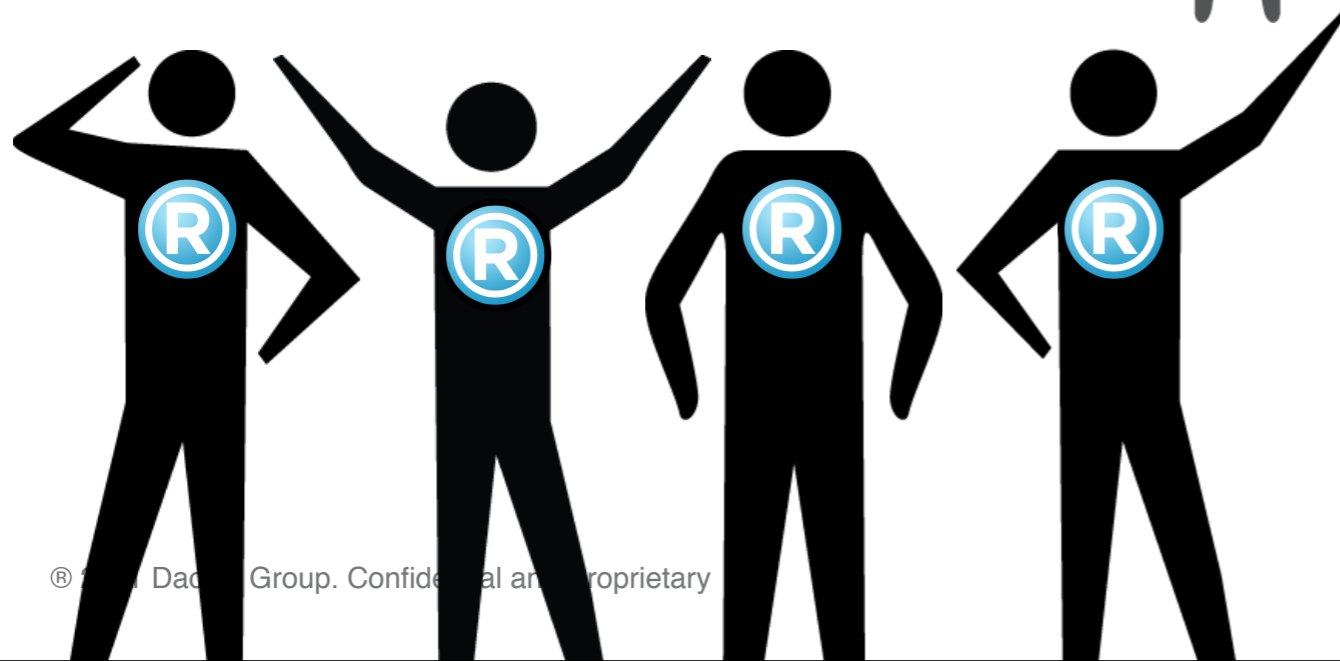
• ← Your
Social Media
Effort



So is there
another approach?

To engage @ scale, we can mobilize our constituents

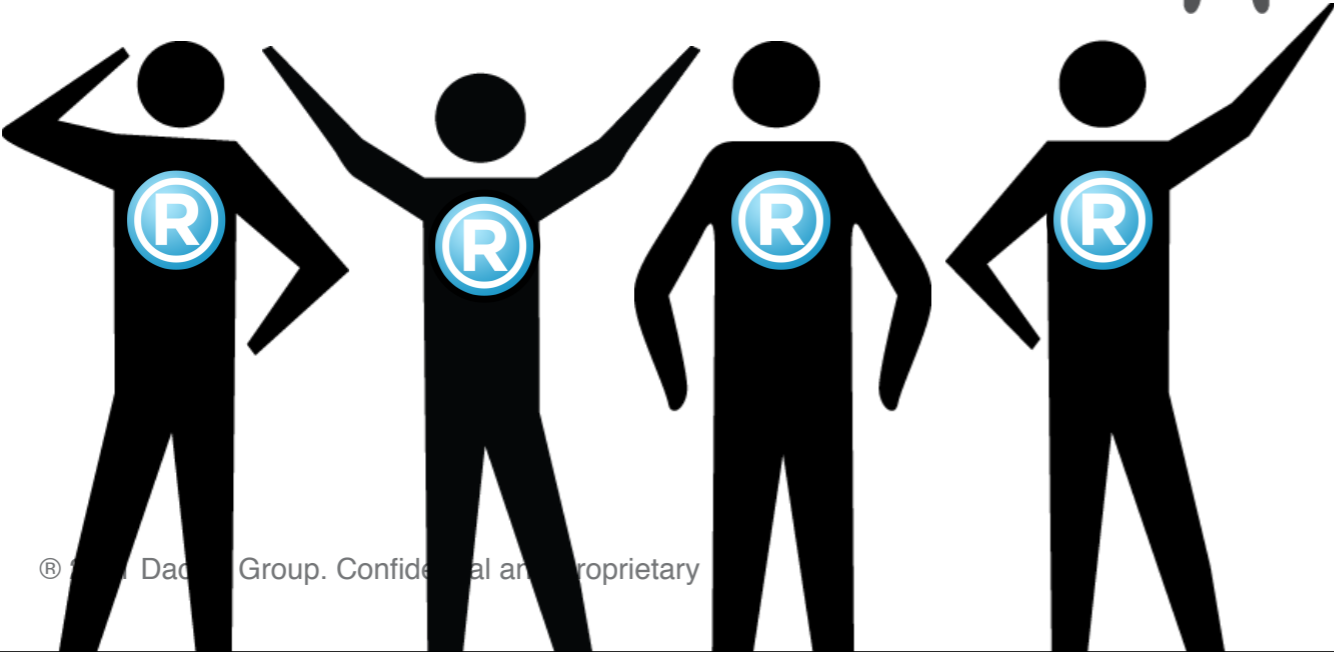
Extending your reach



Organize our employees

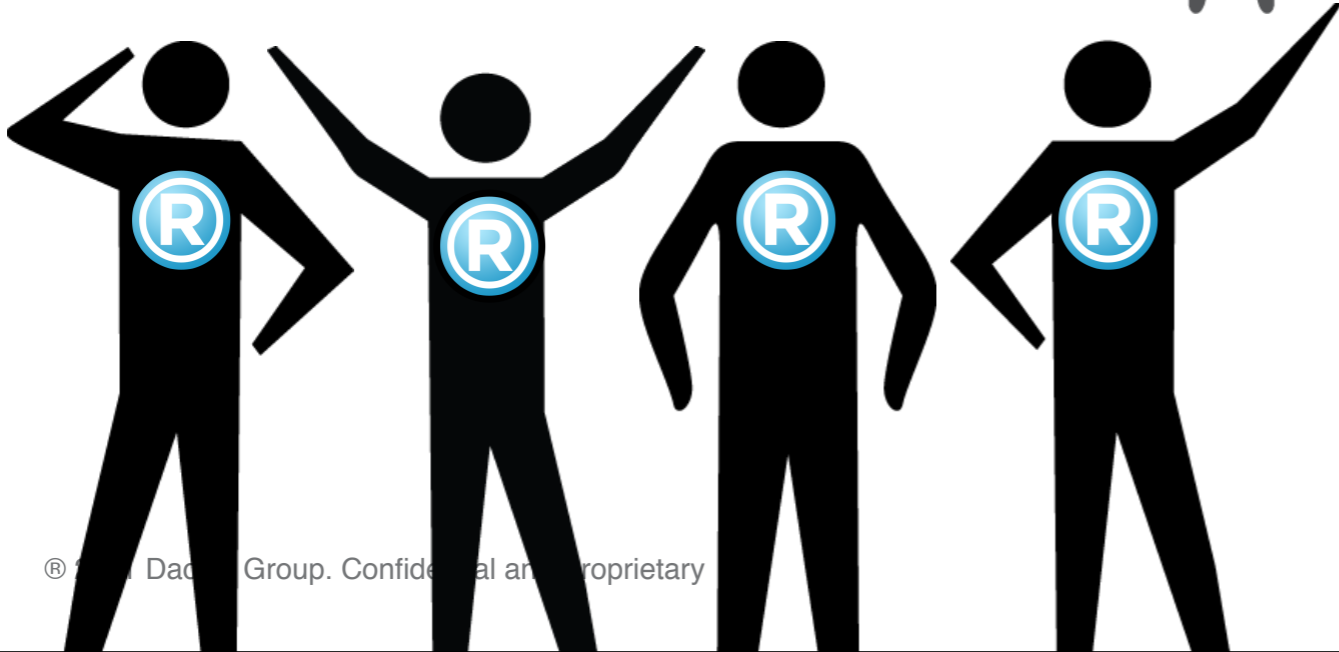


Organize your employees to engage with the market...



Coordinate our partners

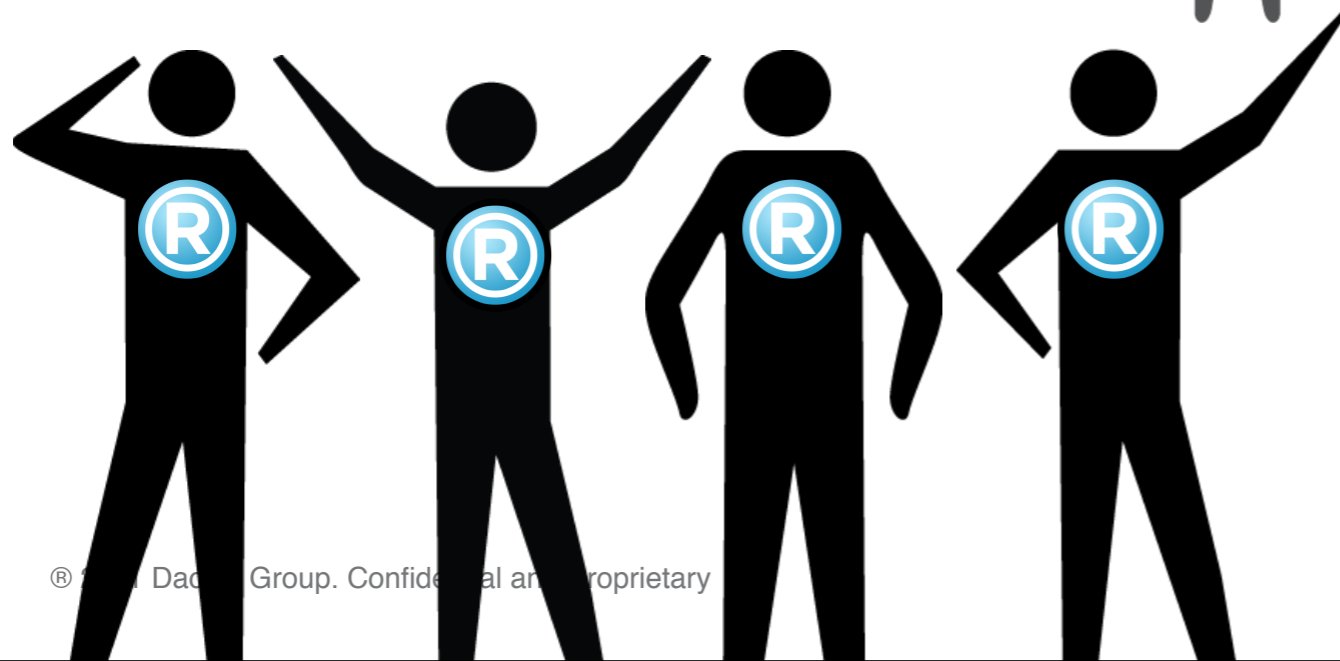
... then
coordinate
your partners
to engage with
the market...



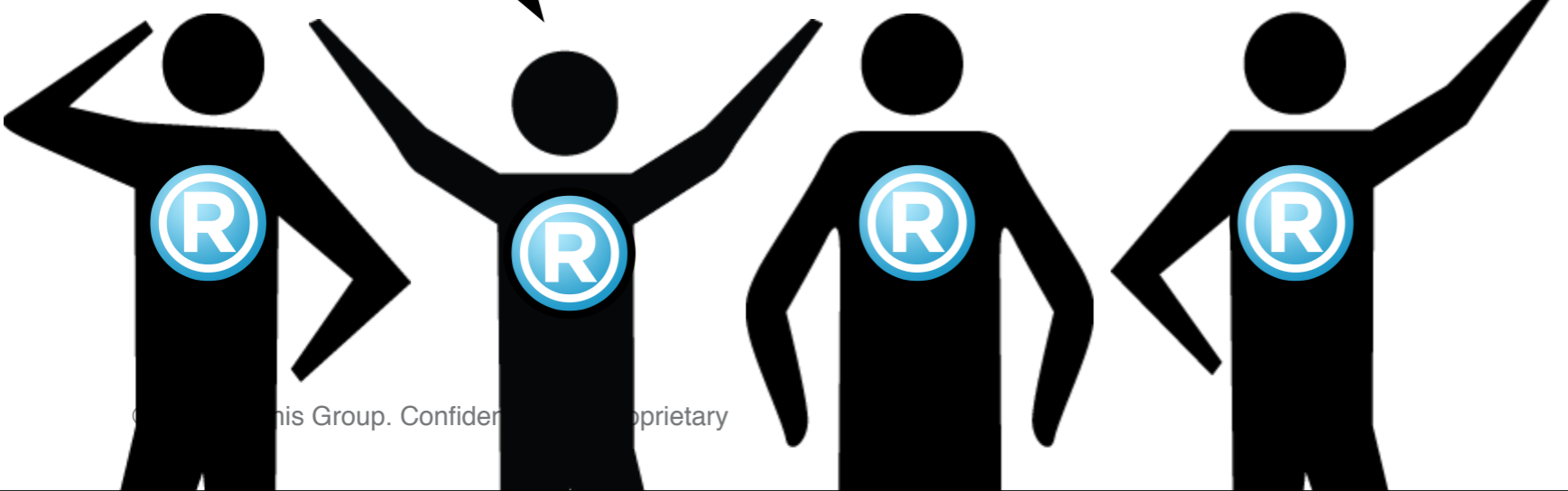
Activate our advocates

Advocates

...then **activate**
your advocates
to engage with
the market



Engagement @ Scale



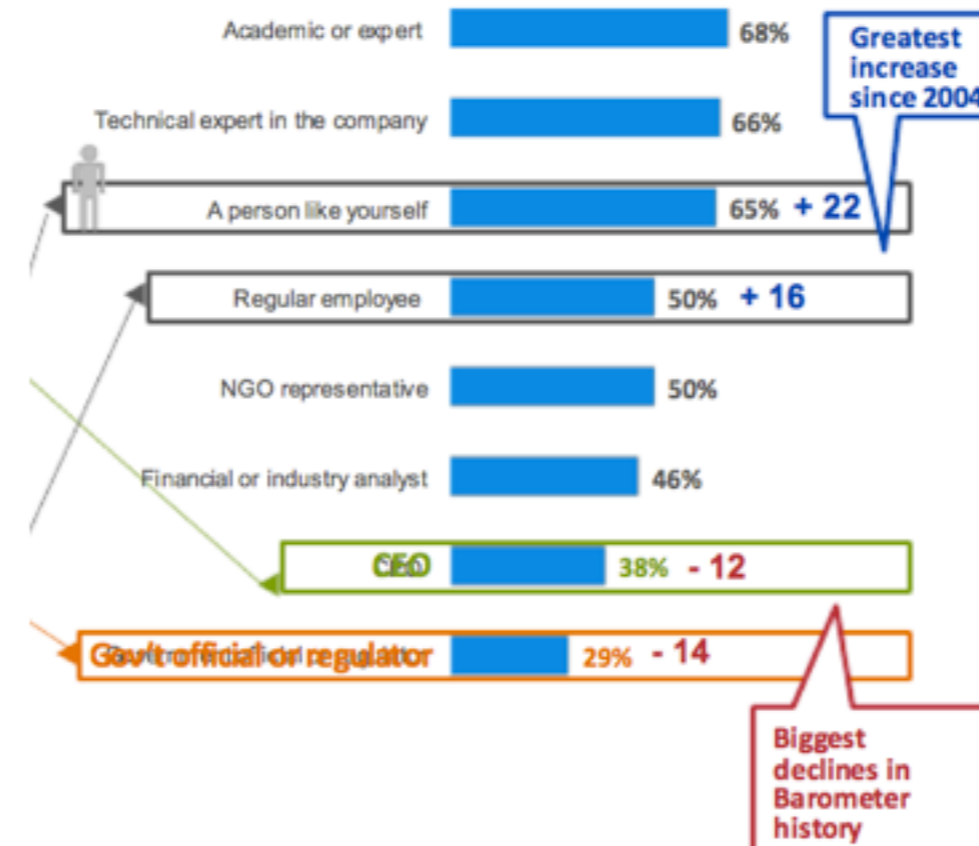
All **coordinated** and **working together** to understand their own goals and their **contribution to performance**

Because existing advocates don't cut it...

Credibility of CEOs and government officials plummet Peers and regular employees see dramatic rise

CREDIBLE SPOKESPEOPLE

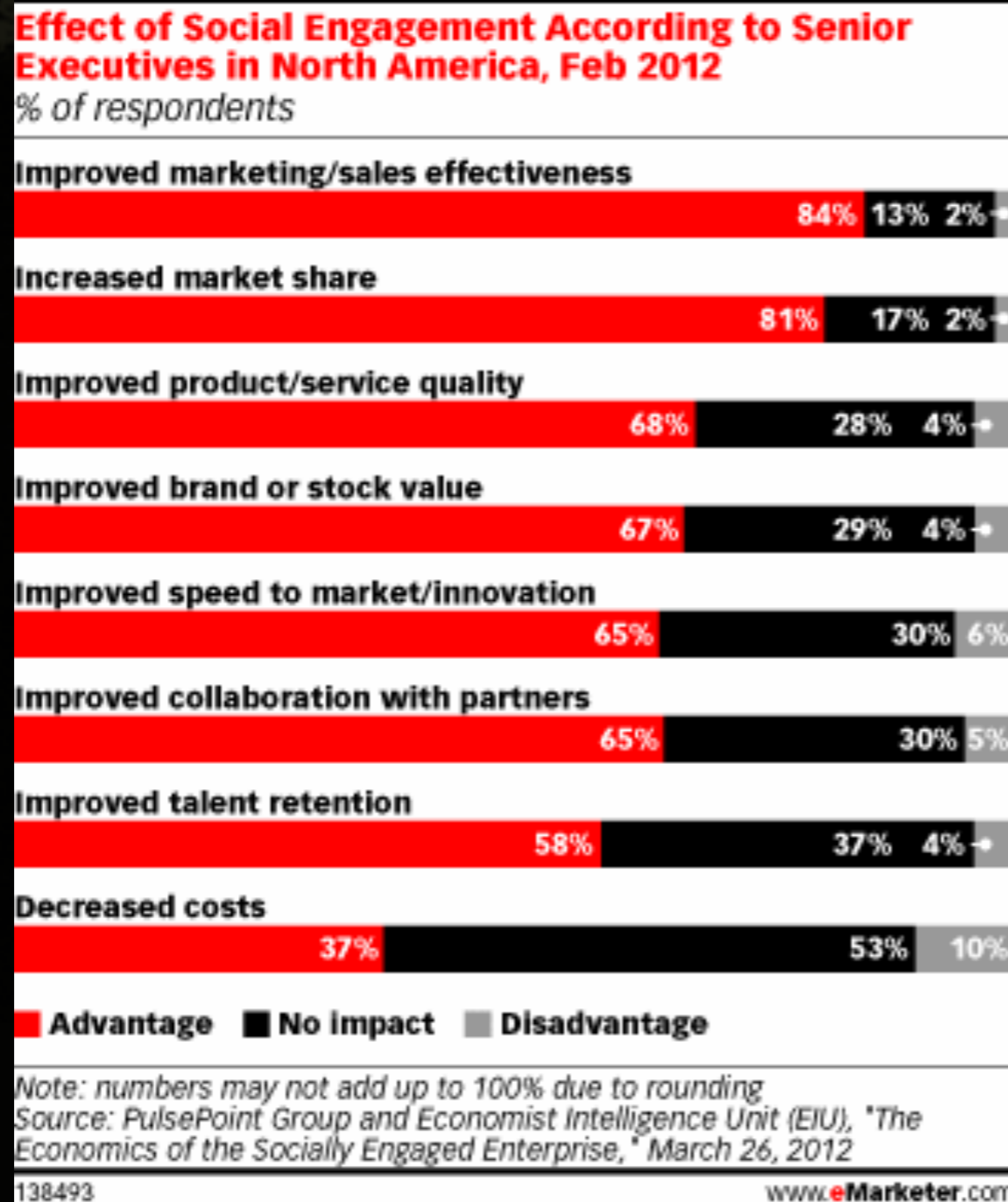
2012





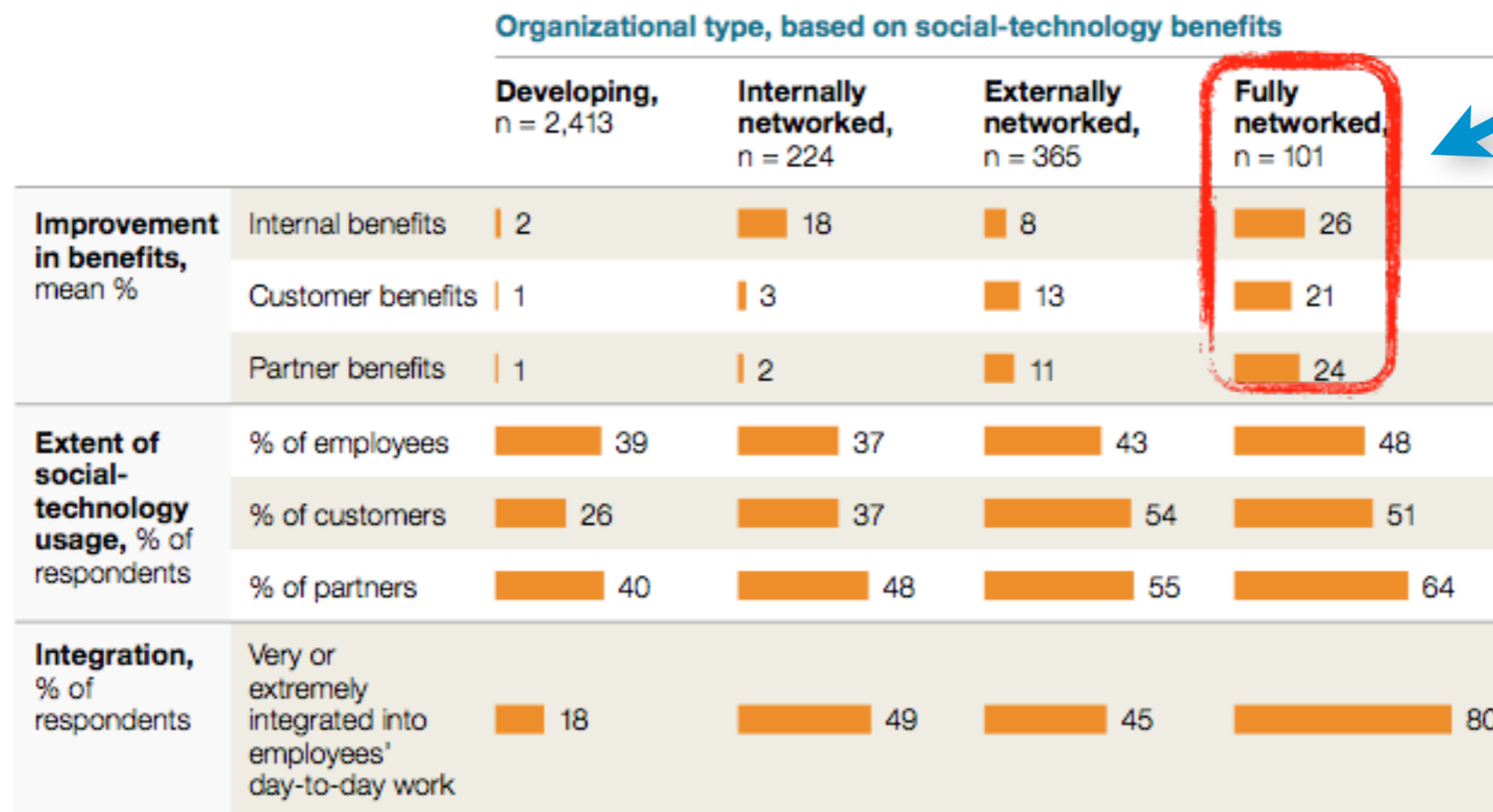
...and your advocates are
actually **better at**
engagement than you

With Real and Lasting Business Value



Fully social organizations get outsized benefits

Tracking the four types of organizations



Source: 2011 McKinsey Web 2.0 Survey

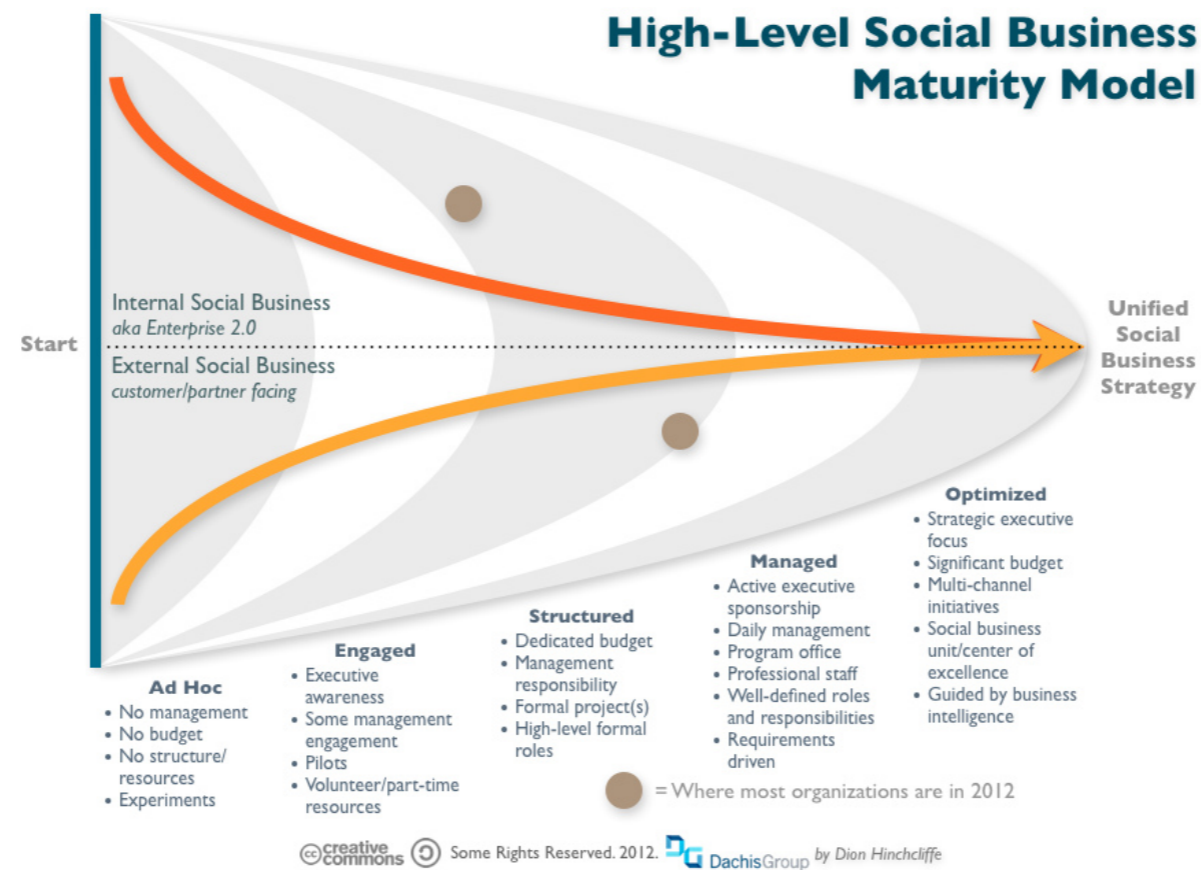
Only fully social organizations can tap into the \$1.3 trillion social business opportunity

The problem?

- 96% of internal and external social business efforts are not connected

- Source:  , August, 2012

- Yet that's where the most ROI is, by far



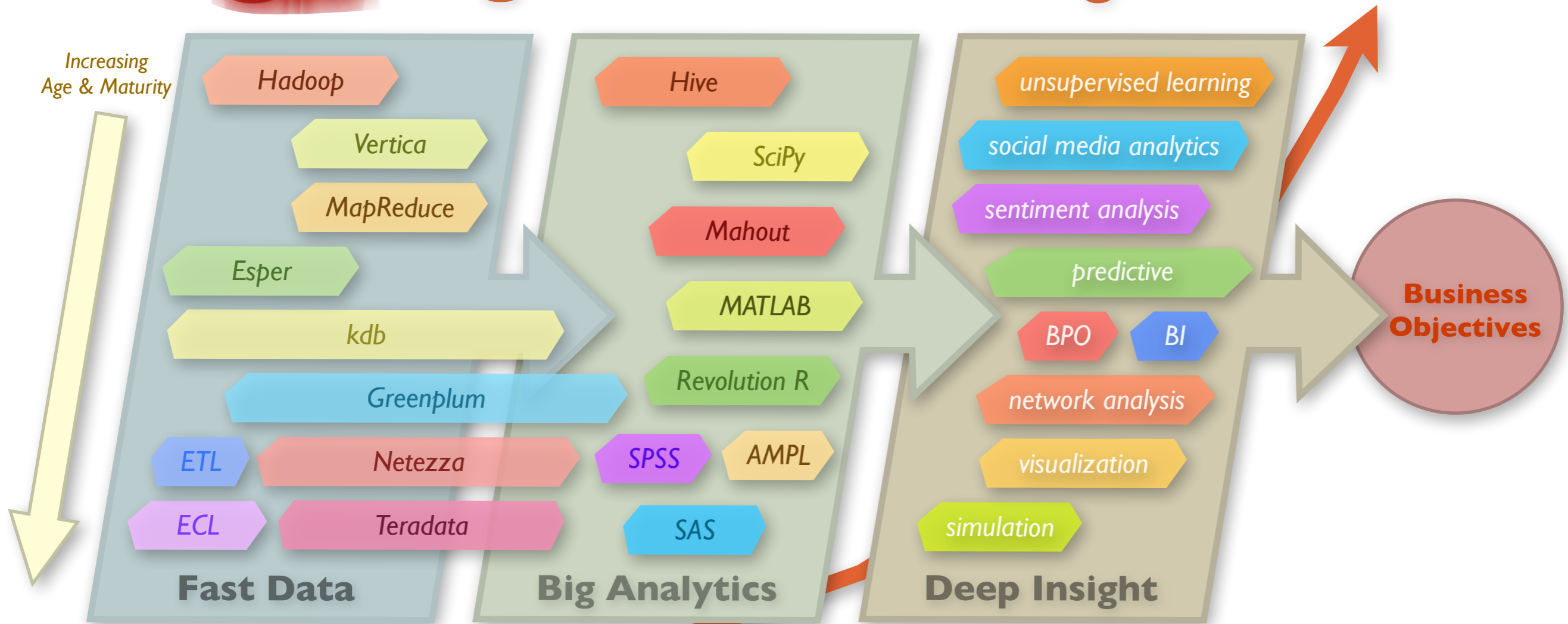
The Lesson: Social engagement is... part of a single continuum... one unified ecosystem



But what breakthrough is taking us there?



Big Data: The Moving Parts



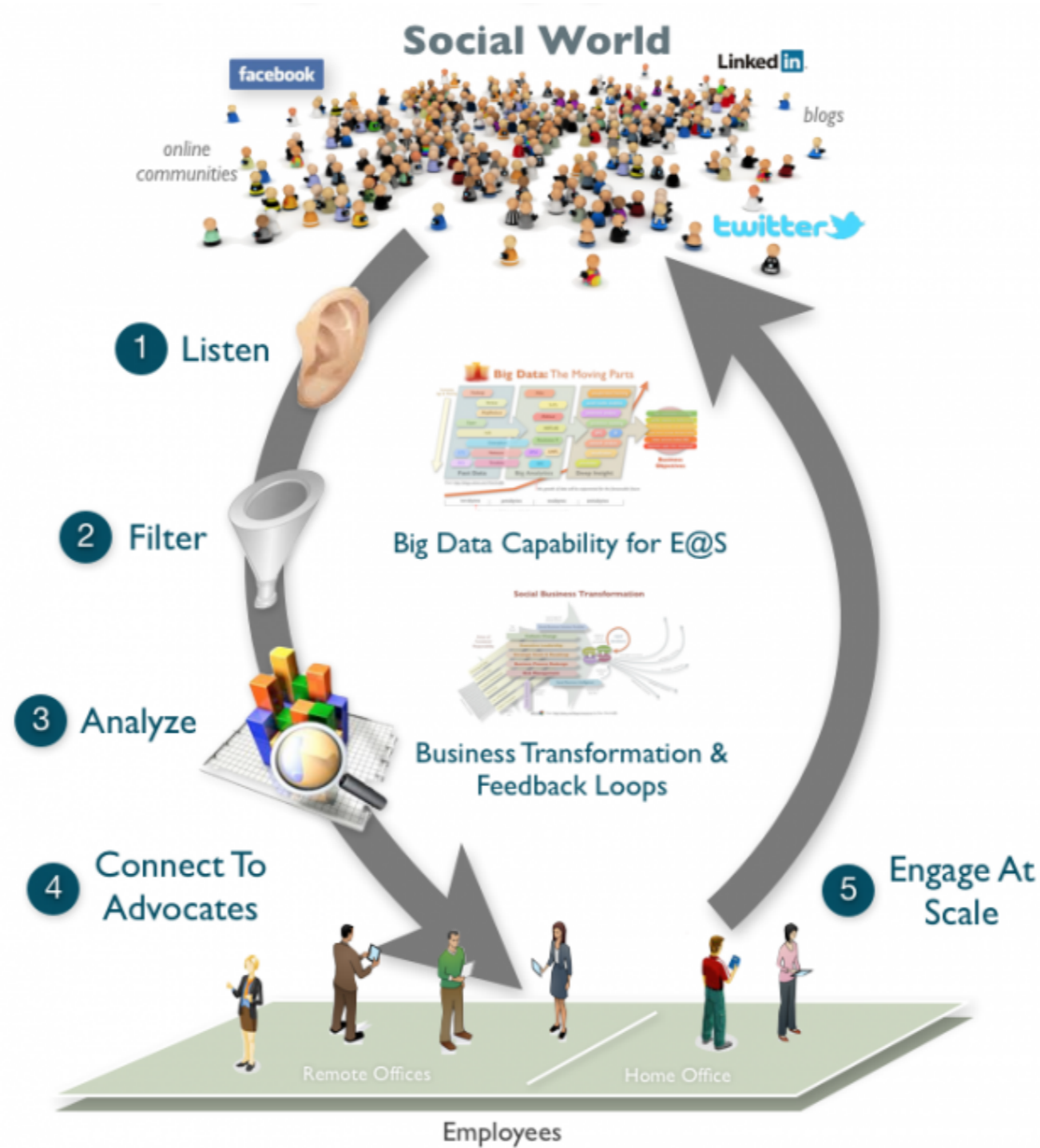
From <http://blogs.zdnet.com/Hinchcliffe>

the growth of data will be exponential for the foreseeable future



the amount of data stored by the average company today

We must create operations to engage at scale



Engagement at Scale: A High-Impact Example

The Story:

H&R Block learned in the weeks prior to April 15th, every question that is not answered immediately was a lost sale.

The Results:

Harnessed 1,000 tax professionals for Q&A in the “Get It Right” social media campaign. The effort secured 1,500,000 unique visitors and answered 1,000,000 questions. Created an operational hub to dispatch the advocates by listening and filtering continuously on Twitter and Facebook.



H&R BLOCK

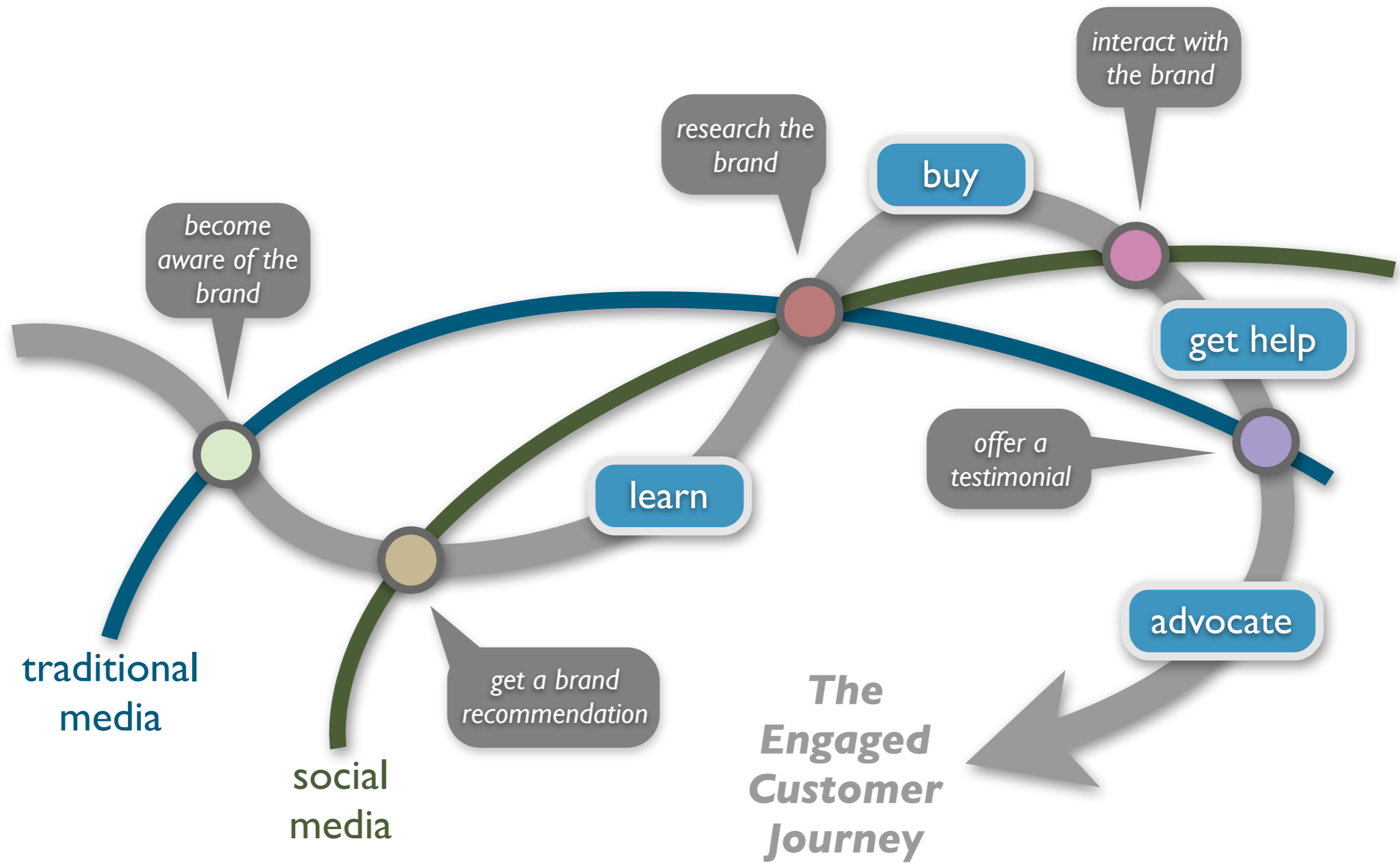
Increased overall sales that season by 15%. Created a scaled brand connection with millions.

Source: AdWeek

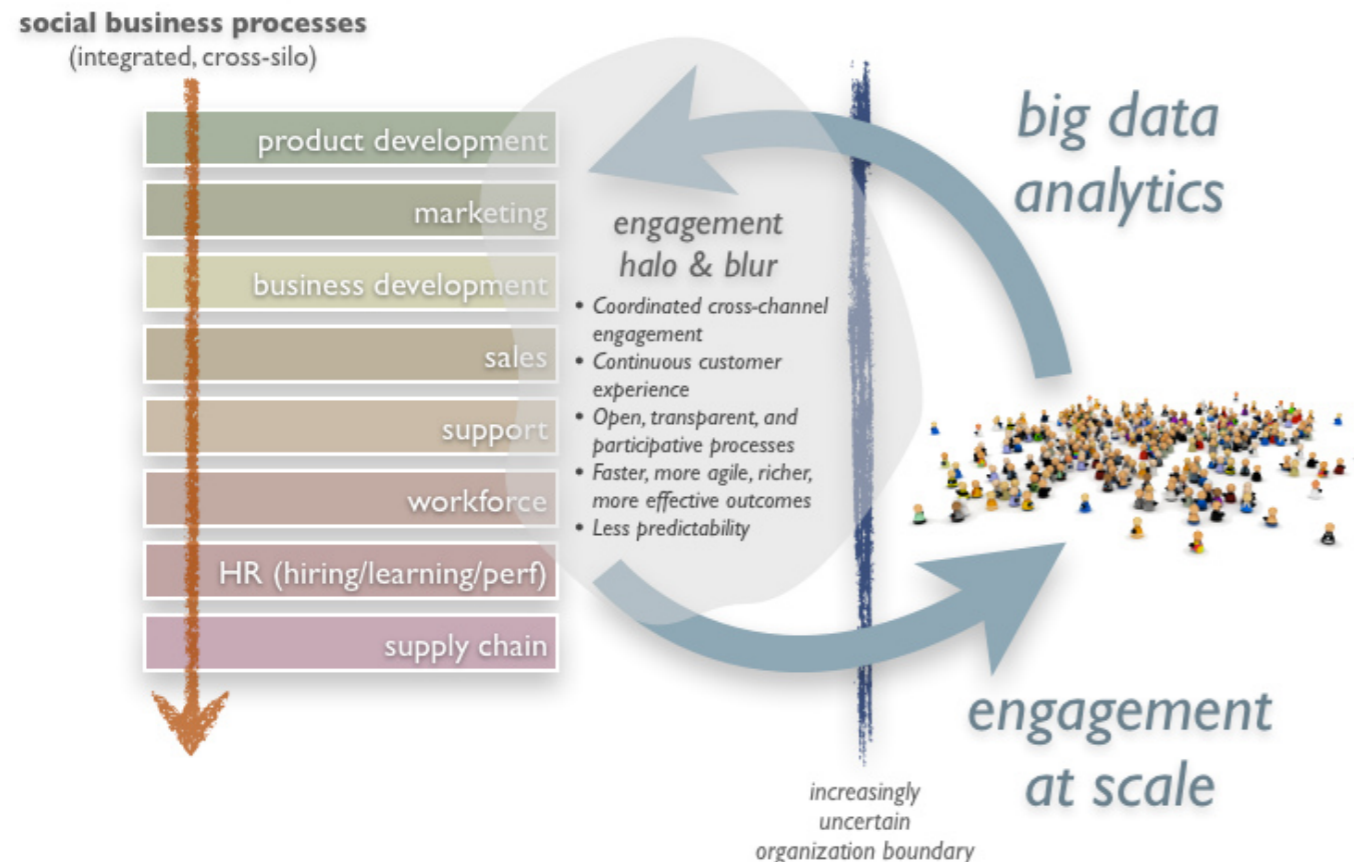
See the Intuit Example in #Socbiz By Design

Rethinking the Customer Journey For Sustained Engagement

Companies Must Be Present At Today's Social, Mobile Touchpoints and Engage Customers At Scale



What All This Means



- The digitally disruptive CXO will have data supremacy.
- **Corollary:** Investment in data-driven operations must be a first-class citizen
- Brand marketing will look more and more like other business functions
- The brand experience is becoming centered around extended multi-channel conversations, instead of media buys
- Companies must be ready at each touchpoint to engage using advocates
 - Have advocate capital?
 - Have #bigdata-powered ops?
 - Have performance managed engagement?
- **You need all three to succeed.**

Thank You

