



# The New Reality: Transforming Processes with Social Business

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#connected



# What is a Social Business?

Engaging, Transparent, and Nimble



ROI is REAL!  
McKinsey Highlights!<sup>1</sup>

↑ marketing  
effectiveness **20%**

↑ sales revenue **15%**

↑ customer sat **20%**

Social by the Numbers

**79%** using <sup>2</sup>

**45%** take lower pay <sup>3</sup>

**73%** CEOs #1 Customer  
Engagement <sup>4</sup>



**#1**

Market Leader in Social  
Software Platforms, ranked #1,  
for five years running<sup>5</sup>

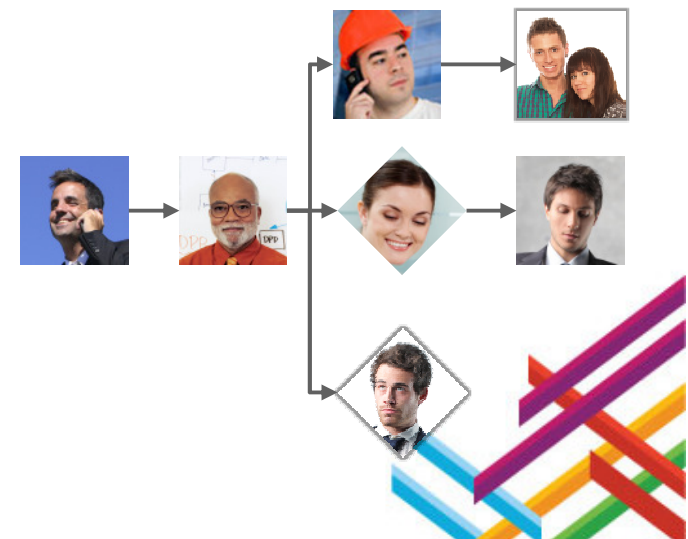
# Winning with Social

## Focus on ROI

- **ROI is measurable**: \$900B – 1.3T/yr (McKinsey)<sup>1</sup>
- **Highest ROI** in areas with many decisions, interactions, audiences & risks

## Embed into strategic processes

- It's about the process; not the “S Word”
- **ROI Again**: Process are measured



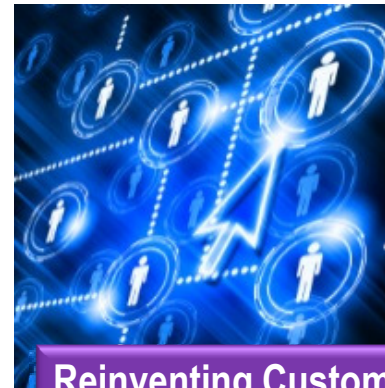
# Top 6 Patterns that Cover 70% of client success



**Finding Expertise**



**Knowledge Sharing & Innovation**



**Reinventing Customer Engagement**



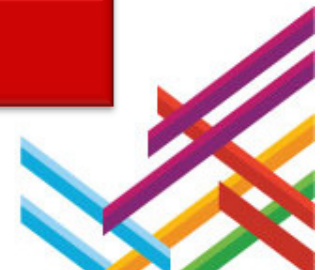
**Recruiting & Onboarding**



**Mergers & Acquisitions**



**Safety**





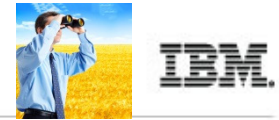
## The Expertise Challenge

- Employees waste **1 day a week** finding information <sup>1</sup>
- **22%** of customers disengage not finding information <sup>2</sup>



A shift is happening...  
from **What you Know** → **What you Share**





## Social Business is the key to unlocking expertise

- Speeds trusted relationships with likes & ratings
- Displays expertise in process through digital experience
- Visualizes expertise through Network Analysis



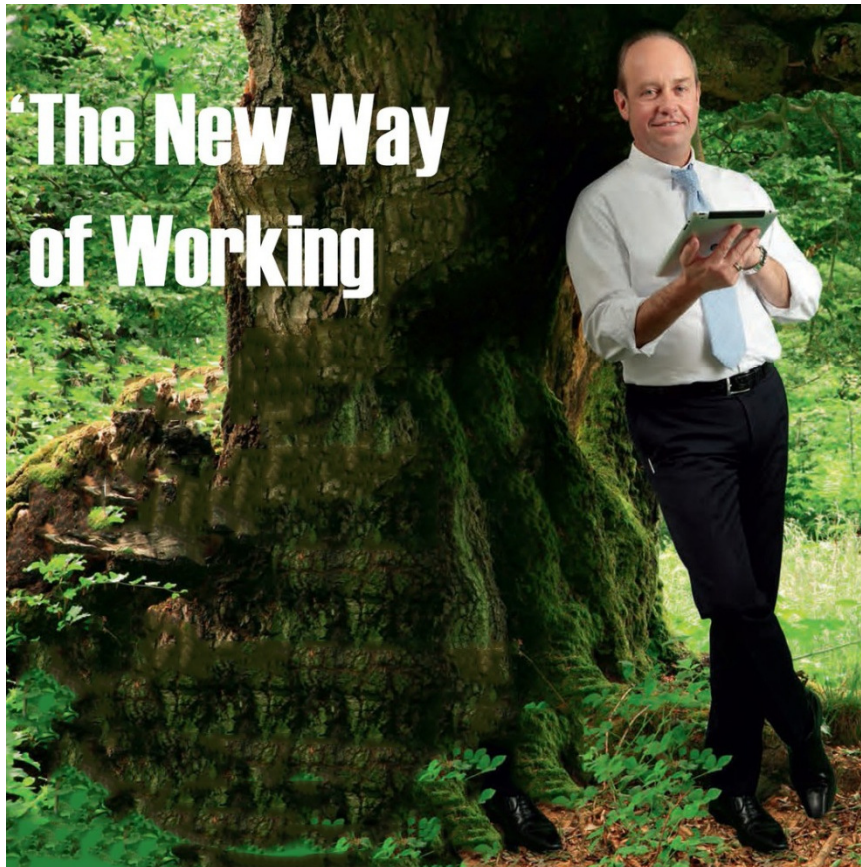
### ROI

- 30% Increase Speed to access Experts<sup>1</sup>
- 20-25% increase in productivity<sup>2</sup>
- Up to 80% increase in engagement by recognizing & rewarding<sup>3</sup>





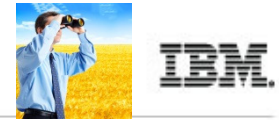
## Imtech ICT increases employee productivity by increasing visibility into employee expertise



Imtech

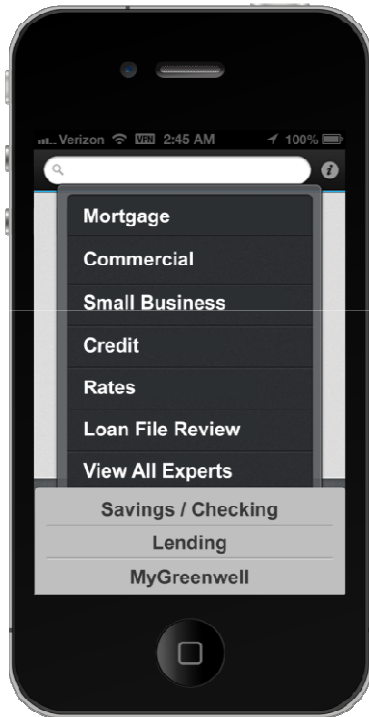
- Uncover expertise with networks across hierarchies
- Achieved **90%** adoption in weeks
- Increased productivity by **12%**



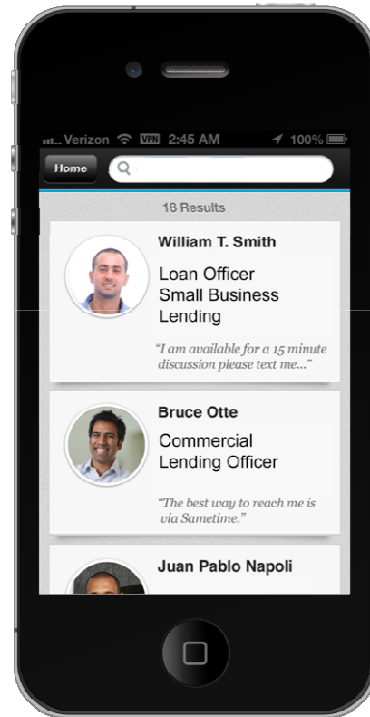


# Finding Expertise to generate ROI

Crowdsource  
the hot topics



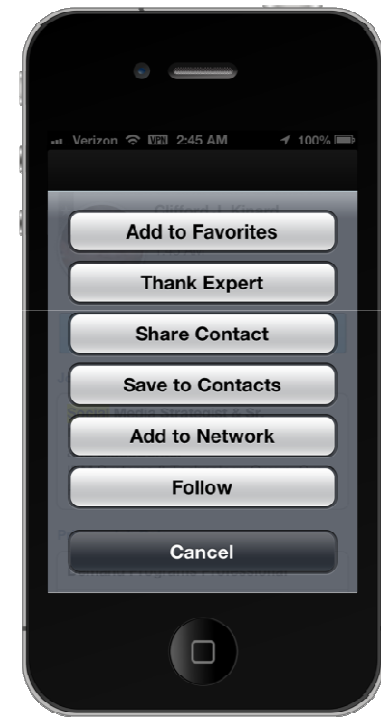
Use social tagging  
and expert ratings



Contact via social  
or traditional means



Rank and reward  
using social



30% Increase access to experts

20-25% knowledge worker productivity





## The Knowledge Sharing & Innovation Challenge

- Fortune 500 lose “\$31.5B / yr failing to share knowledge”<sup>1</sup>
- Only 25% are good at Generating & Converting Innovations<sup>2</sup>



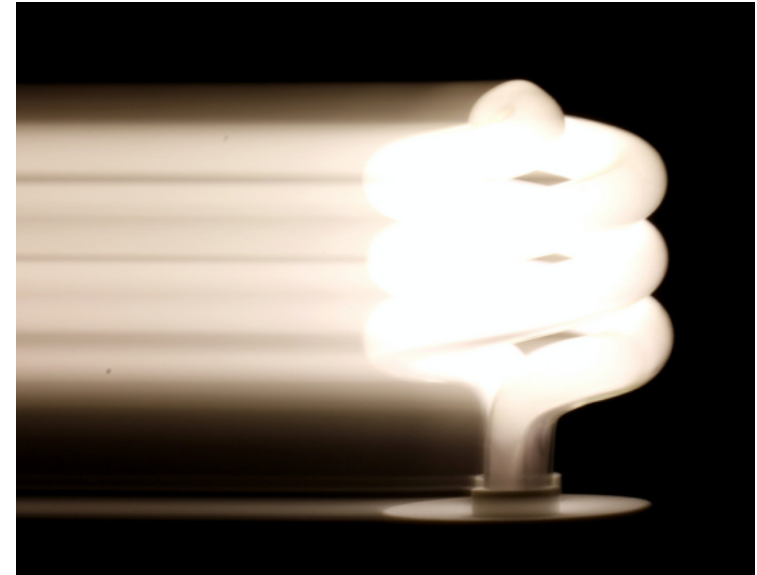
“The Social Network is the New Production Line...”<sup>3</sup>

...75% rely on social networks to vet new innovations for success<sup>4</sup>



## Social increases innovation

- Breaks silos with social communities
- Taps the wisdom of crowd with ideation for top challenges
- Redefines leadership innovation with video, blogs, etc.



### ROI

- 20% Increase in successful innovations<sup>1</sup>
- 20-25% increase in productivity<sup>2</sup>

# Royal Bank of Scotland: Driving an organizational change



**connections**  
a new way of working

Can anyone help with...  
Me too...  
Yes, I can...  
I can...  
Me too...

**INBOX FULL**  
Take it away

Spotlight your skills.  
Be seen.  
Be heard.

7,000 people.  
33 countries.  
1 click.  
Introducing Connections.  
Imagine a space where you can make new friends in India, discuss movies with an Australian and solve a work problem with an American.  
A new way of working with just **one click**.

COLLABORATION

**connections**  
a new way of working

Less bounce.  
More ping.  
Introducing Connections.  
Free up your inbox once and for all. A simple way to share documents without the bounce back.  
A new way of working with just **one click**.

COLLABORATION

**connections**  
a new way of working

COLLABORATION

**connections**  
a new way of working

**#connected**

## The Challenge reinventing customer engagement

- **66%** B2B & **52%** B2C leave from 1 bad service experience<sup>1</sup>
- **67%** never followed brand online<sup>2</sup>
- Only **12%** say social “very effective” generating leads<sup>3</sup>

- Firms with 30+ pages have **7x leads** of those <10<sup>4</sup>
- Social Customers more loyal & spend **40% more**<sup>5</sup>



## Social reinvents customer engagement

- Builds trust with focused blogs, wikis & chat
- Gives customers answers from communities, tweets & more
- Generates product feedback & design through crowdsourcing

### ROI

- 15% increase in Revenue<sup>1</sup>
- 20% increase in effectiveness of marketing (out bound)<sup>1</sup>
- 20% increase in customer satisfaction<sup>1</sup>



## Children's Medical Center of Dallas engages patients and their families

- Community Building
- Connect patients, families & providers
- Disease support groups



**75%** reduction in  
Clinic phone calls

**5%** increase in referrals





## The Recruiting and Onboarding Challenge

While **71%** say employees are **#1 source** of economic value...<sup>1</sup>

- **90%** do not have skills to be successful.<sup>2</sup>
- Declining engagement loses **\$25,000** profit / employee<sup>3</sup>

Social networking is  
the **#1** way to attract  
talent



## Social Recruiting and Onboarding successes

- Shows culture in specialized recruiting communities
- Speeds onboarding linking to experts, wikis, and assets
- Establishes reputation by social comments and sharing assets



### ROI

- 30% faster new hire time-to-value
- 20% increase in employee retention
- 30% faster access to experts





## TD Bank engages new-hires in social on day one to accelerate onboarding

- Leaders engage on 1<sup>st</sup> day
- Smooth transition and accelerate time to value



COURTESY: TD BANK

Reduced time to onboard new hires by **2 days**



While M&A activity has been strong in 2013<sup>1</sup> ...

...**50-83%** fail to realize expected results<sup>2</sup>

...**70%** of failed M&As ignore people and culture<sup>3</sup>

A majority of M&A risks are “about people”<sup>4</sup>

- **44%** have leadership & communications gap<sup>5</sup>
- **27%** lose focus on the customer (sales & marketing)<sup>5</sup>



## Social increases M&A success

- Transforms leader communications with vblogs, emeetings, & ideation jams
- Engages tippers in key competencies with social network analysis
- Accelerates sales embedding expertise finder in process



### ROI

- Reduce the 50-83% M&A failure rate<sup>1</sup>
- 30% Increase Speed to access Internal Experts<sup>2</sup>



## Accelerating the speed of better Client Services



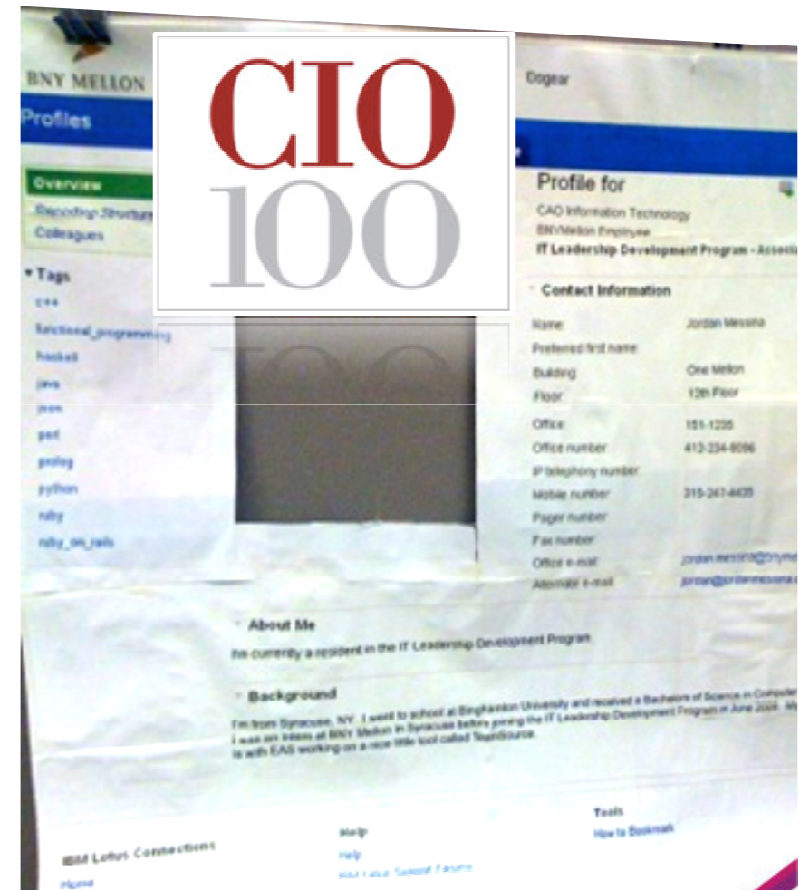
BNY MELLON

### Goals

- Integrating the strengths of the two companies into one
- Connecting bankers regardless of location and relationship

In 4 months:

- 400 **business process focused** communities
- 65% participation



## The Challenges Associated with Safety are Costly

- **12%** loss in market cap after 6 months<sup>1</sup>
- **1.3%** loss in shareholder equity in 2 days<sup>1</sup>

Safety is about **saving lives**  
(6,000 die daily in work-related incidents)<sup>1</sup>





## Social Business embeds safety into culture

- Reinforces safety culture with communities and videos
- Deploys crowd-sourced pre-emptive safety solutions with ideation blogs
- Coordinates response with IM & mobile access to experts & assets



### ROI

- Reduce spend on workers comp by 26%
- Reduce injury claims by 9.4%
- Reduced need for meetings, reporting & status calls raising productivity by 20-25%



## Cemex minimizes safety risk

- Minimizes risks with safety communities
- Leverages safety compliance videos build awareness
- Safety engineer can take video for expert response; many promoted for broader awareness



Connecting and Engaging

**47,000**

Employees World-wide



# Next Step: Identify Patterns with greatest impact on your Business



**Finding Expertise**



**Knowledge Sharing & Innovation**



**Reinventing Customer Engagement**



**Recruiting & Onboarding**



**Mergers & Acquisitions**



**Safety**





# Our market leadership...

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Leading social business in three dimensions

**Dynamic**

outcomes for our clients

**Differentiated**

social business engagement platform

**Deep**

ecosystem and industry expertise

Working with more than

**60%**

of the world's Fortune 100 companies

**#1**

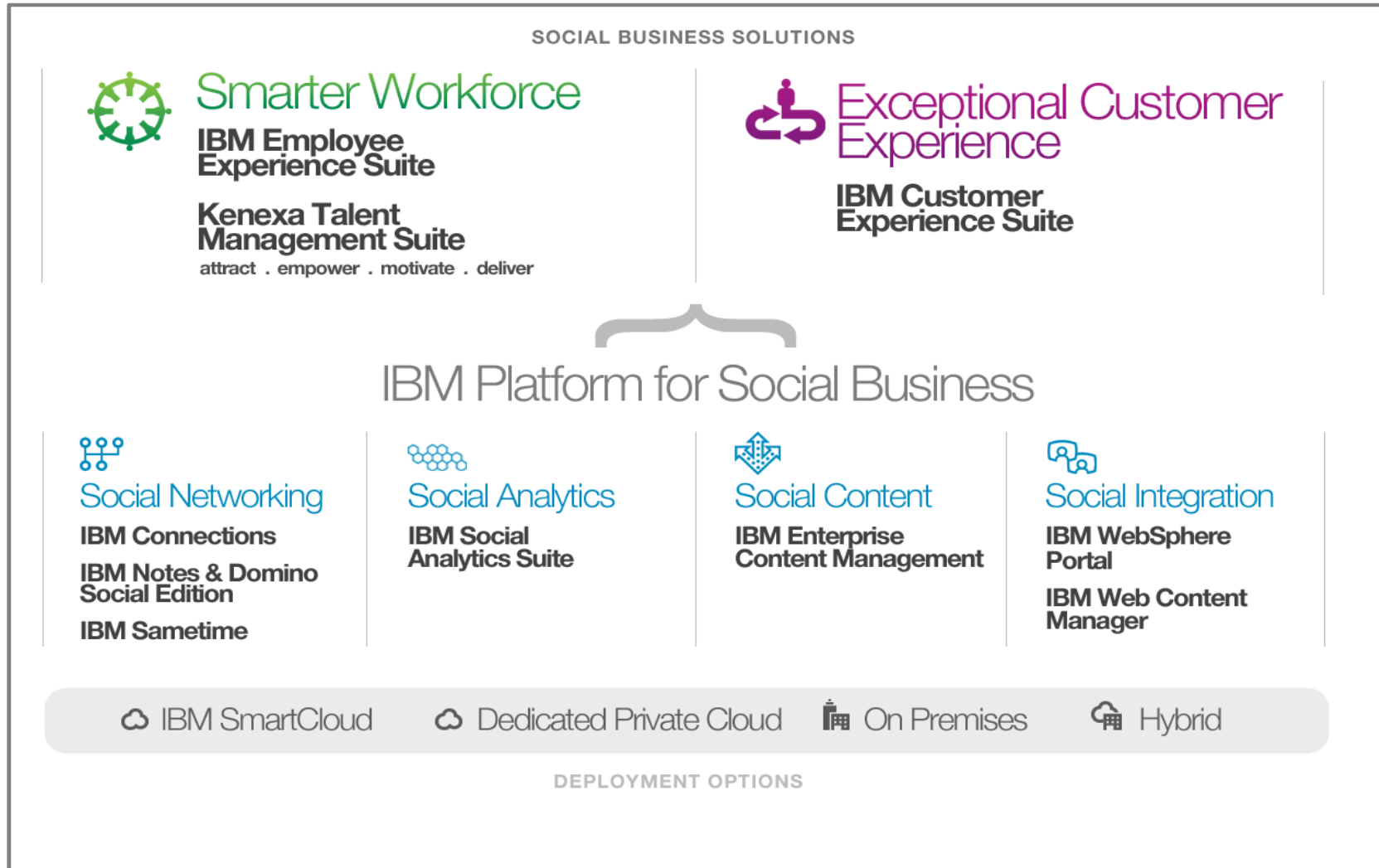
Market Leader in Social Software Platforms, ranked #1, for four years running<sup>1</sup>

**New!**

Bringing to market new, cutting-edge capabilities, including, gamification, video, compliance, project management and mobility



# And industry leading solutions...



...provide unparalleled experience on how to achieve value

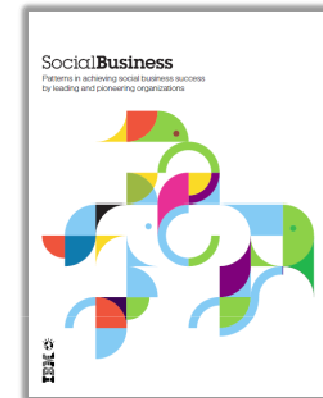
# Learn



CXO Studies



Social Patterns

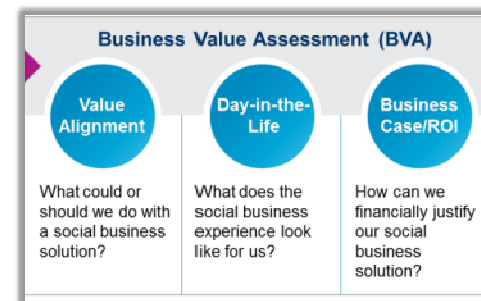


Whitepaper

# Act



Establish Strategy



Define Business Value



Accelerate Adoption



# Thank you!



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