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#connected

The New Reality:
Transforming Processes with Social Business

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What is a Social Business?

Engaging, Transparent, and Nimble

ROI is REAL! McKinsey Highlights![1]

↑ marketing effectiveness **20%**

↑ sales revenue **15%**

↑ customer sat **20%**

Social by the Numbers

79% using [2]

45% take lower pay [3]

73% CEOs #1 Customer Engagement [4]

#1 Market Leader in Social Software Platforms, ranked #1, for four years running[1]

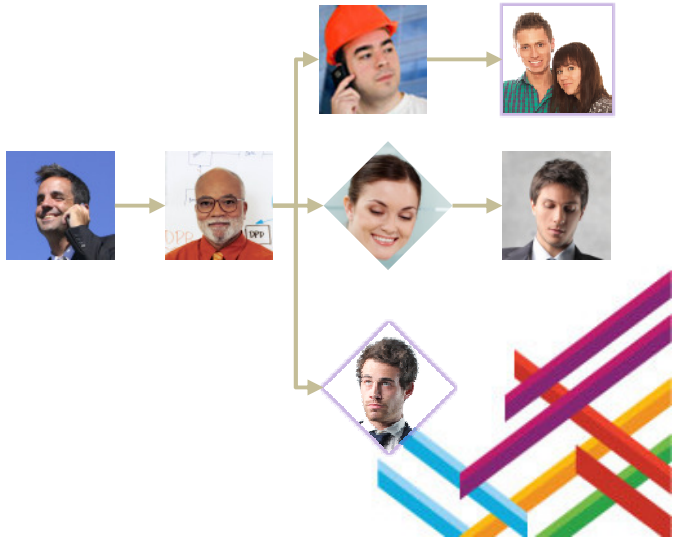
Winning with Social

Focus on ROI

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

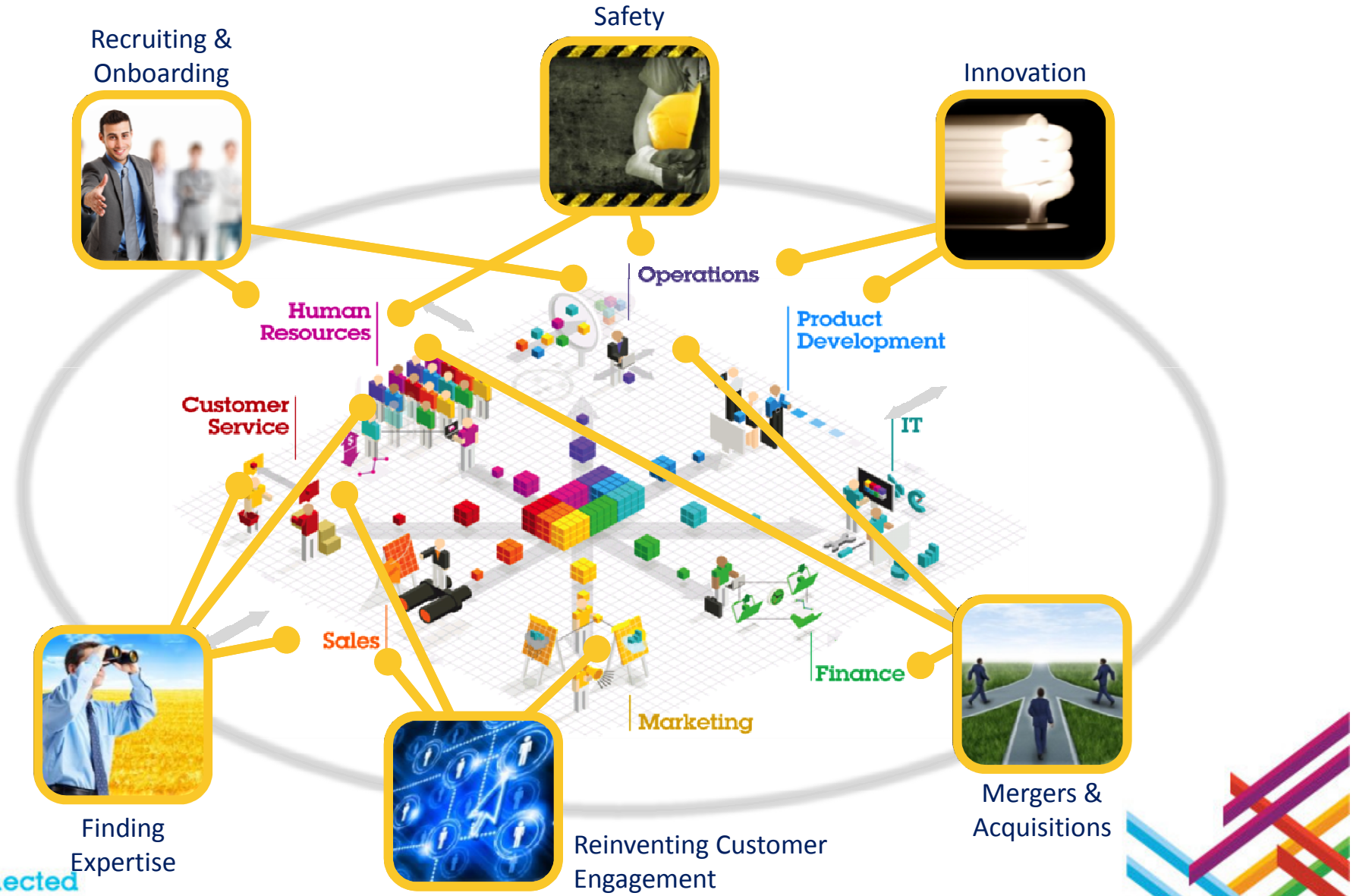
Embed into strategic processes

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



Top 6 Patterns that Cover 70% of client success

These patterns touch all parts of your business



The Expertise Challenge

- Employees waste 1 day a week finding information [1]
- 22% of customers disengage not finding information [2]

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[1]
- 20-25% increase in productivity[2]
- Up to 80% increase in engagement by recognizing & rewarding[3]

Leveraging expertise in crisis response

CRUZ ROJA CHILENA

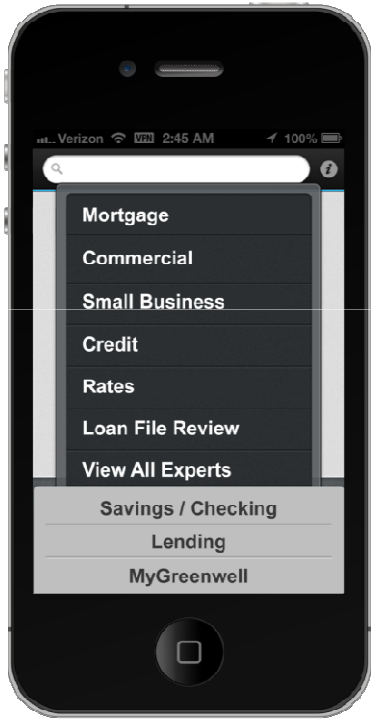
- Focus on disaster response, disaster management and health
- Lacked capacity to coordinate resources

100%
Increase in response efficiency

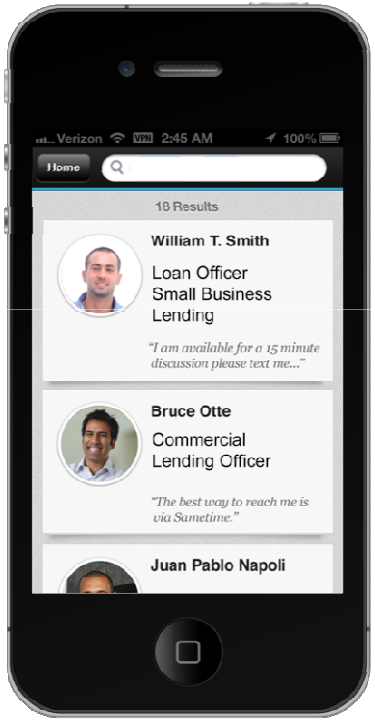
Resolve missing persons in **2 weeks** from 2 years

Finding Expertise to generate ROI

Crowdsource the hot topics

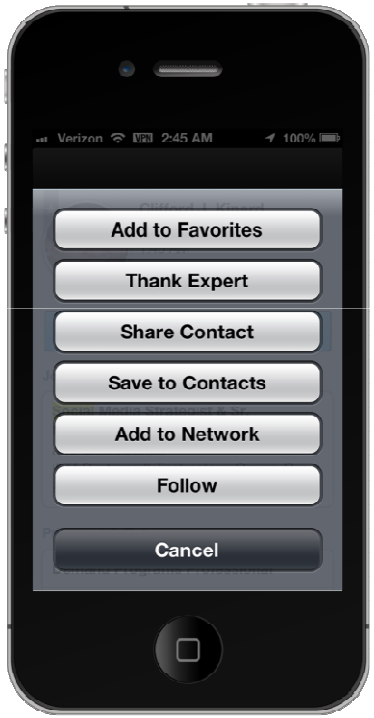


Use social tagging and expert ratings



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

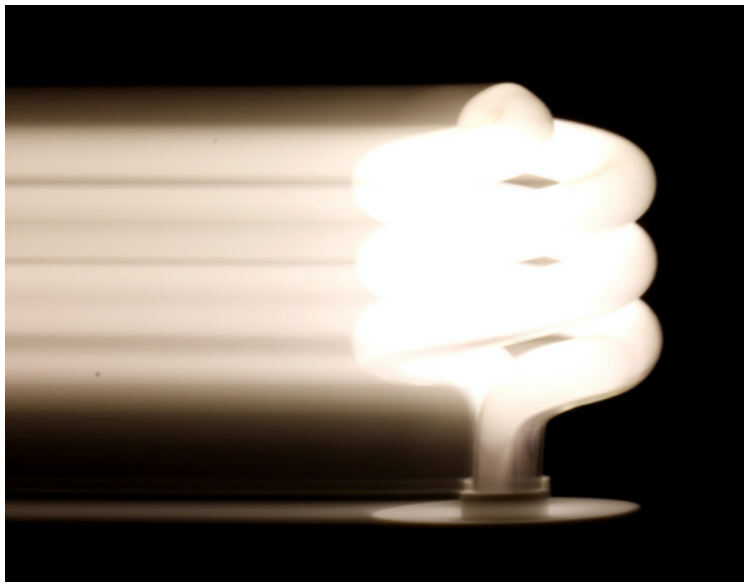
- Fortune 500 lose "$31.5B / yr failing to share knowledge"[1]
- Only 25% are good at Generating & Converting Innovations[2]

"The Social Network is the New Production Line…" [3]

…75% rely on social networks to vet new innovations for success[4]

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

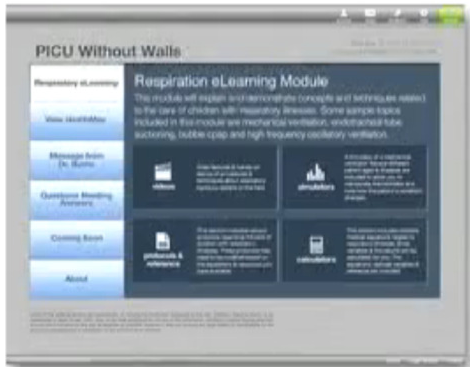
- 20% Increase in successful innovations[1]
- 20-25% increase in productivity[2]

Boston Children's Hospital customizes medical training for Doctors around the world

Masters site Run by IBM

XBOX LIVE

Learning powerful "Teaming Skills" in different locations



IBM Interactive Solution

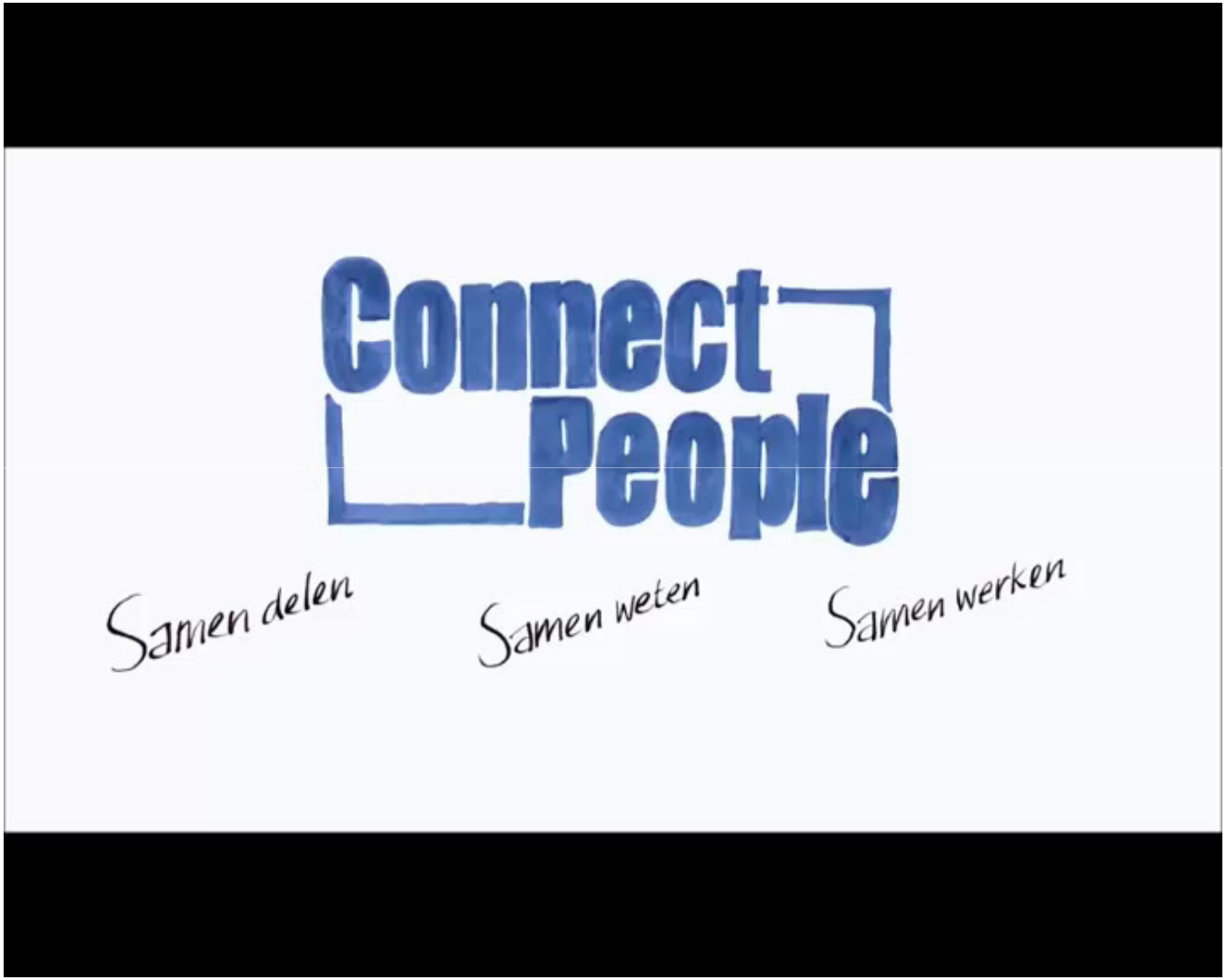
Cloud Based Updates

Social Network

Video

Dr J. Burns
Children's Hospital
Boston

Innovation & Knowledge Sharing at Dutch Tax



The Challenge reinventing client & citizen engagement

- 66% B2B & 52% B2C leave from 1 bad service experience[1]
- 67% never followed brand online[2]
- Only 12% say social "very effective" generating leads[3]

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

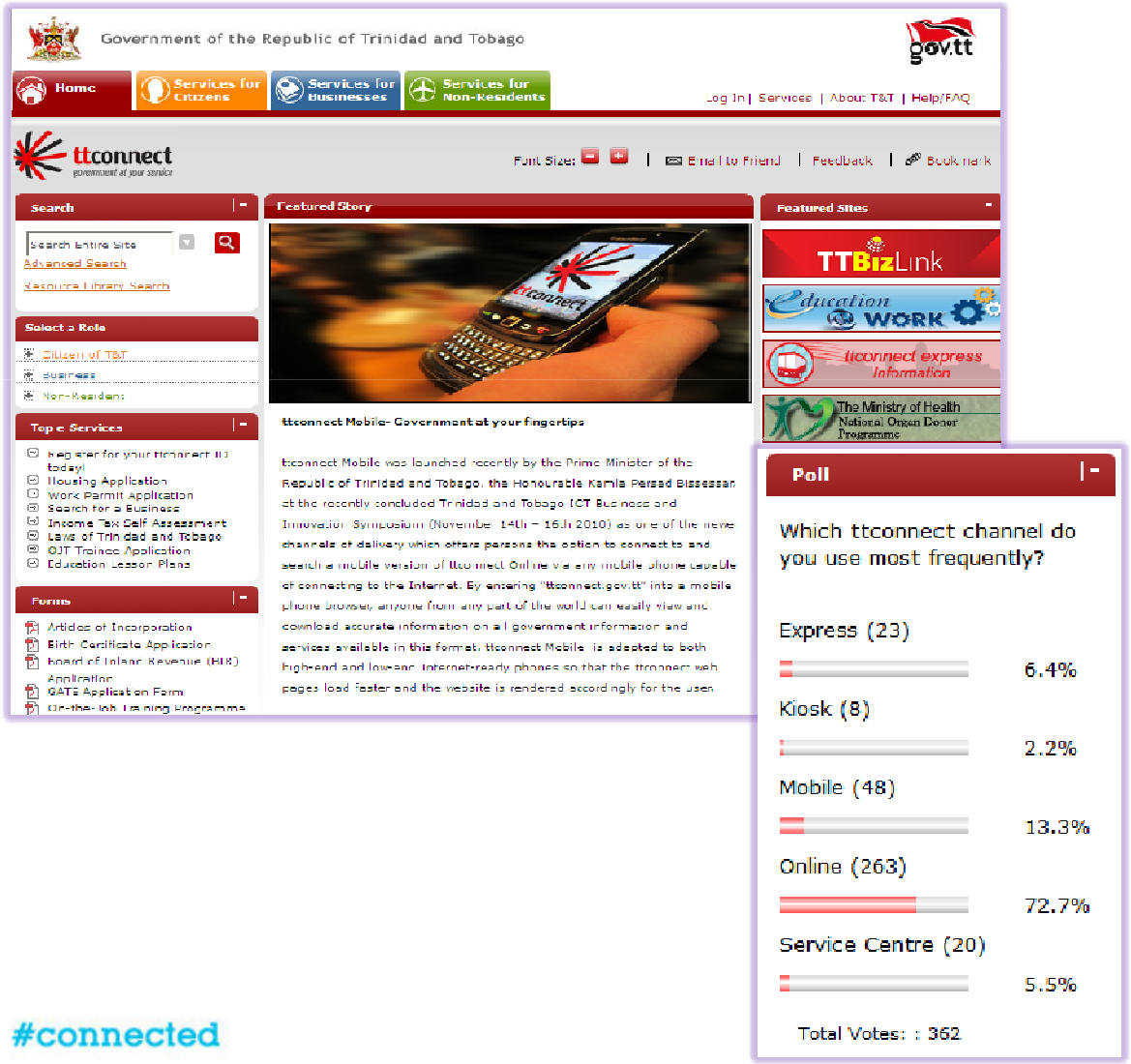
Social reinvents constituent engagement

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

ROI

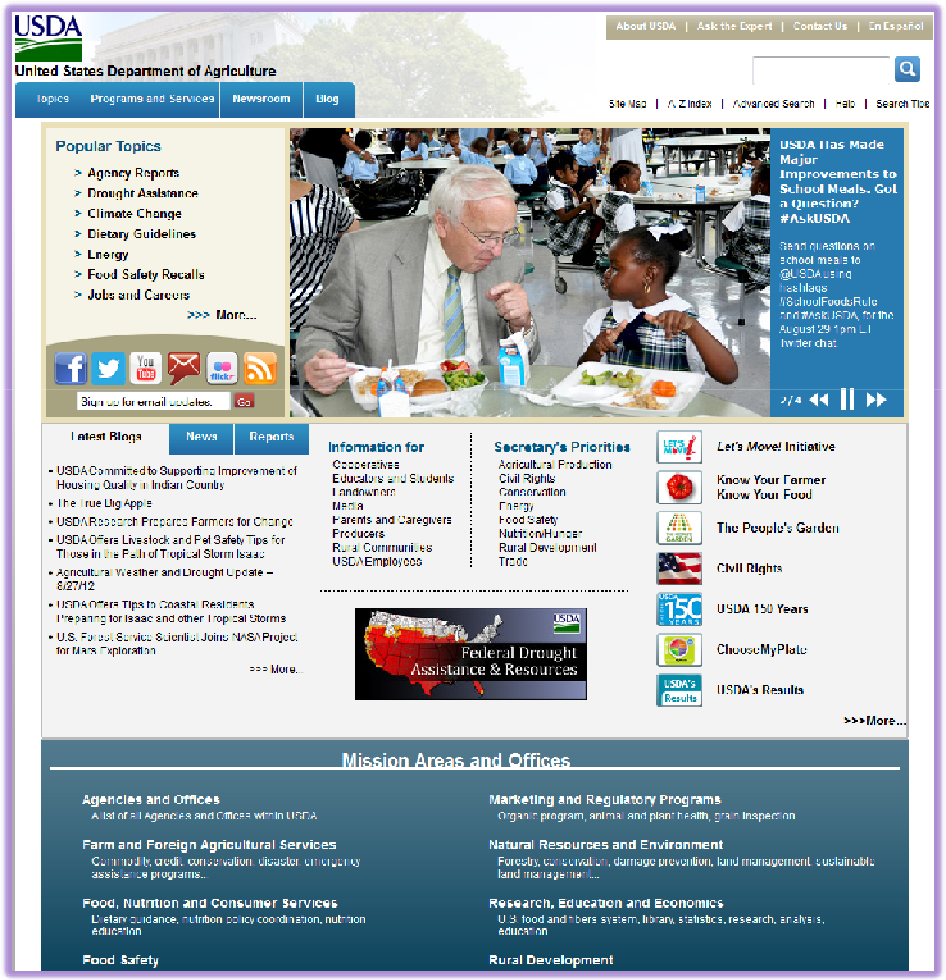
- 15% increase in Revenue[1]
- 20% increase in effectiveness of marketing (out bound)[1]
- 20% increase in customer satisfaction[1]

Trinidad & Tobago: Citizen access to personalized information and services anywhere, anytime



- Over 90% citizen satisfaction rating
- Decreased cost of service delivery with one stop shop access

United States Department of Agriculture: Engaging directly to Citizens and Businesses



- Offers over 550 online services
- Multilingual for Spanish speakers
- 3-5 Million hits a day. Spikes to 95-100 million hits a day during public health scares

http://www.usda.gov

The Recruiting and Onboarding Challenge

While 71% say employees are #1 source of economic value…[1]

- 90% do not have skills to be successful.[2]
- Declining engagement loses $25,000 profit / employee[3]

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

IBM

British Army relies upon recruitment, assessment and selection systems to attract a new generation of officers and soldiers

Recruiting the Army of the future

Advanced recruitment, assessment and selection systems from IBM Kenexa in partnership with Capita is helping the British Army to transform the shape of its force, attracting a new generation through social media and reducing the number of recruits who leave during basic training

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

- Leaders engage on 1st day
- Smooth transition and accelerate time to value

Reduced time to onboard new hires by 2 days

COURTESY: TD BANK

IBM

While M&A activity has been strong in 2013[1] …

…50-83% fail to realize expected results[2]

…70% of failed M&As ignore people and culture[3]

A majority of M&A risks are "about people"[4]

- 44% have leadership & communications gap[5]
- 27% lose focus on the customer (sales & marketing)[5]

Social increases M&A success

- Leveraging single channel to engage organization on culture
- 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[1]
- 30% Increase Speed to access Internal Experts[2]

Omron united to better serve customers

Established sales communities to move:

- From multi-local to Pan Geographic
- From division model to “One Omron to Client”

“Our ultimate goal was not just knowledge transfer from one employee to another but to transfer organizational knowledge and expertise to the customer as quickly as possible”

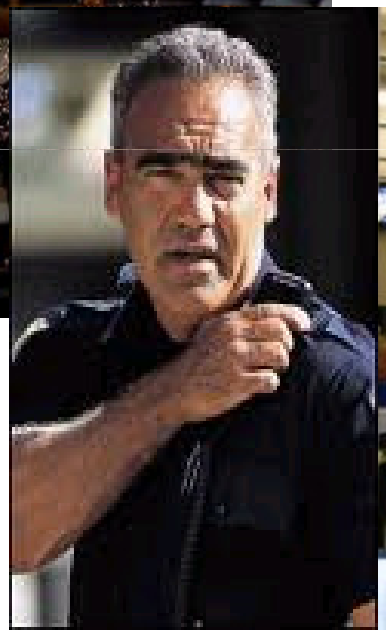
– *Michel Min, strategic communication and e-marketing manager, Omron Europe*

Social embeds safety into this core responsibility of organizations

- Streamlines Monitoring, Control & Reporting with social listening, wikis, communties and more
- Deploys crowd-sourced pre-emptive safety solutions with ideation blogs
- Coordinates response with IM & mobile access to experts & assets

Safety is about saving lives and minimizing loss & disruption

Prevention & Response



40+ US Federal, State, Local Government & NGOs Connected Seamlessly - Interoperability

Fort Worth – Tarrant County –
Joint Emergency Operations Center (JEOC)

Jersey City Fire Department

Transforming Tall Building Fire Safety

- Tall Building data managed & accessed on social cloud
- First responders access real time building intelligence

www.ebicard.com

Next Step: Identify Patterns with greatest impact on your Business

Our market leadership…

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

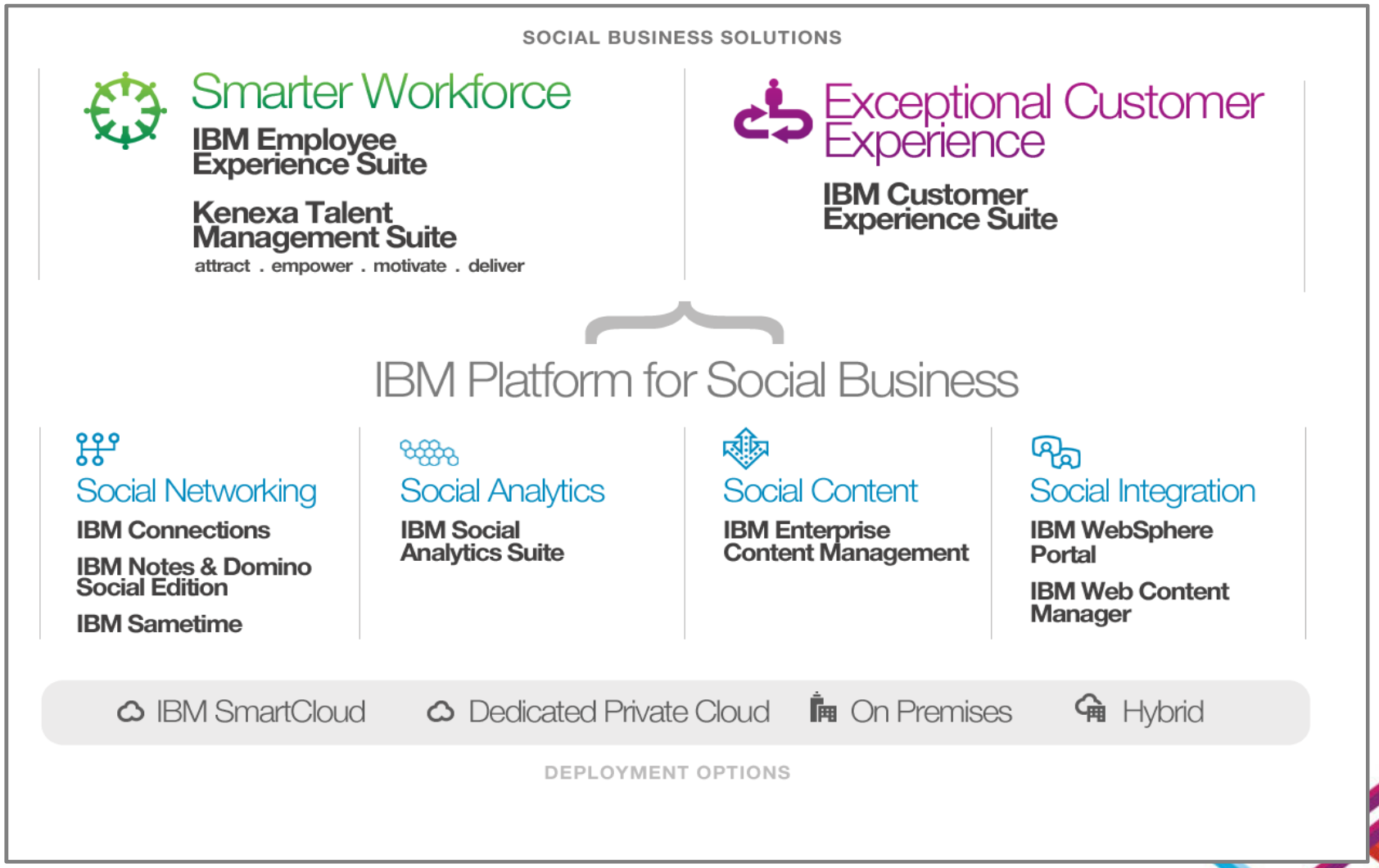
60%
of the world's Fortune 100 companies

#1
Market Leader in Social Software Platforms, ranked #1, for four years running[1]

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

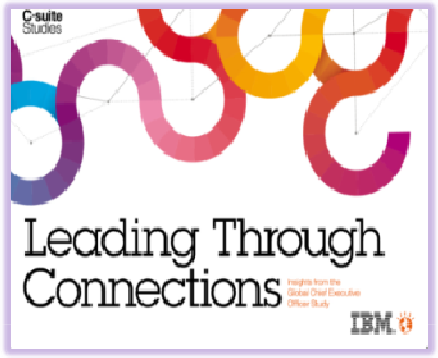
Source
1. Source: IDC: Number 1 position from 2009-2012, IDC Worldwide Enterprise Social Software 2012 Vendor Shares, April 2013.

And industry leading solutions…



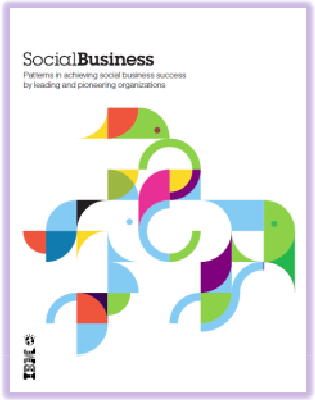
…provide unparalleled experience on how to achieve value

Learn



CXO Studies

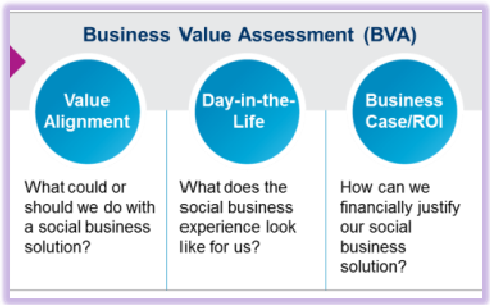
Social Patterns



Whitepaper

Act

Establish Strategy



Define Business Value

Accelerate Adoption

Thank you!

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