Social Media Analytics & Engagement
The Social Web
What happens in Vegas, stays on Facebook/Twitter/YouTube!

- 800+ million Facebook members worldwide*
- 500+ million Twitter users (2\textsuperscript{nd} largest),
- 170+ million RenRen users (China),
- 150+ million LinkedIn profiles
- 10+ million GooglePlus users one month after launch (90+ million now)*
- 800 million unique YouTube users per month***
- 2.7 billion likes/comments/shares on Facebook per day
- Appr. 250 million tweets per day

Sources:

- ** http://thesocialskinny.com/100-more-social-media-statistics-for-2012/
The Social Customer

- Plenty of choices
- Price transparency
- Democratization of information
- Social networking and communities

Customers

Implications

- Balance of negotiation power shifting to customers from vendors
- Stronger identification with brands and lifestyles
- New forms of engagement with audiences – before, during and after the sale!
The Social Media Strategy for Businesses

Social Media has become a well-established channel – especially for B2C

- 432 out of the top 500 retailers have Facebook fan pages
- 350 out of the top 500 retailers use Twitter and YouTube

Source: Top 500 Internet Retailer Guide 2010
The average consumer mentions **specific brands** over 90 times per week in conversations with friends, family, and co-workers.

(Keller Fay, WOMMA, 2010)

53% of people on Twitter **recommend companies and/or products** in their Tweets, with 48% of them **delivering on their intention to buy** the product.

(ROI Research for Performance, June 2010)
Another Proof Point
Businesses That Answer Questions on Twitter Drive Sales

Likelihood of Twitter users worldwide making a purchase from a business that answers their questions on Twitter, May 2011

- More 64%
- As Likely 24%
- Less 12%

Source: InboxQ, "Twitter Q&A Census," May 26, 2011
• **@AmericanApparel** – A serendipitous Twitter interaction can lead to fresh and creative ideas for engaging customers with campaigns outside of Twitter.

• **@Pepsi or @PepsiCo** – PepsiCo, which has had a toll-free number customers could call to share their product feedback, now uses Twitter to reach out to a new audience and quickly react on questions, important news, complaints and customer suggestions.

• **@DellOutlet** – It’s smart to reach out to your current customer base. They’re already interested in chatting with you, and they’ll tell other people about you. But no matter who’s following you on Twitter, “offering relevant information that people are interested in is key.”
But What Is Being Said?
Is overall sentiment positive, negative, neutral?

I want one…
It hurts my eyes…
…has a poor battery life
…lack of hot games
+ 7,500 others!

What’s the net sentiment?
How passionate are our customers?
What is the share of buzz compared to our competitors?
Can’t I just ignore it?
What can SAP do for you?

- SAP Social Media Analytics by NetBase
- SAP Social Customer Engagement OnDemand
- Extend your existing SAP CRM environment to facilitate Social Media interaction

Source: ListenLogic (Jan 2010)
End-to-End Process Flow

Provide Service Processes for Social Media Teams to Engage with Customers

- Acquire Social Media
- Identify Inquiries and Issues
- Route by Skill & Need
- Gather Insight on Customer
- Research Response w/ Collaboration
- Provide Response to Customer
- Additional CRM Processes
- Manage Customer Loyalty

SAP Social Media Analytics by NetBase

- Social Media Listening
- Leverage Social with CRM Data
- Insights and Collaboration

SAP Social Customer Engagement OnDemand

- SAP CRM
SAP SOCIAL MEDIA ANALYTICS BY NetBase

SAP Social Media Analytics by NetBase

Analyze Insights and Themes.

Positive Emotions

- awesome 8%
- good 8%
- love 11%
- happy 19%
- best 27%
- great 5%
- definitely top notch 3%
- FNB great customer service 5%
- exceptional 8%
- like 5%

FILTERS:
- Sentiment
  - Positives
  - Negatives
- Gender
  - Females
  - Males
- Personal Narratives

DOMAINS

THEMES (Advanced)
Natural Language Processing for Accuracy

Problem: What is the sentiment in these 2 sentences?

“The iPhone has never been good.”

“The iPhone has never been this good.”

Solution: Natural Language Processing
SAP Social Media Analytics
Strong Support for Social Media Monitoring & Analysis

Social Media

Natural Language Processing Engine
- Deep parsing
- Grammatical analysis
- Industry lexicons and filters
- Cloud-based
- 100+ Servers

NetBase Web Services API

Social Intelligence Warehouse
- 20B documents
- 12 Months history
- 70+ servers

Scorecard
- Key social metrics
- Conversation drivers
- Comparisons & trending
- Hosted on SMA servers

Workbench
- Topic definition
- Disambiguation
- Excel Export
- Analytics
- Comparisons
- Scorecard creation
Use Cases

Promotion, Launch, or Campaign Tracking
How much mindshare has the new product captured?
How is the social media component performing?

Competitive intelligence
How much buzz and passion do our competitors have?
What are our opportunities and threats?

Brand and Risk Management
Is that recall impacting overall brand perceptions?
Are external issues going viral or fading away?
What is our brand equity on the social web?

Service Enhancement
Which social media posts require a service response?
How are our overall customer satisfaction levels tracking?

Sales Enhancement
What does social media say about our competitors in this deal?
Demo – SAP Social Media Analytics
But How to Deal With Complaints & Service Requests?
The Social Channel in the Context of Customer Service

➔ The evolution of how customers interact with businesses is changing the definition of how customer service is delivered
The network effect – the damage can be severe

“Connecting the Community”, Valdis Krebs, 2008
End-to-End Process Flow

Provide Service Processes for Social Media Teams to Engage with Customers

SAP Social Media Analytics by NetBase

Acquire Social Media
Social Media Listening

Identify Inquiries and Issues

Route by Skill & Need
Leverage Social with CRM Data

Gather Insight on Customer
Insights and Collaboration

Research Response w/ Collaboration

Provide Response to Customer
Manage Customer Loyalty

Additional CRM Processes

SAP Social Customer Engagement OnDemand

SAP CRM
Minimum to no manual data entry needed for customer identification
Automatically identify customer and product with text analysis
Display contextual knowledgebase without searching manually
Seamlessly share answers with customers on Facebook and Twitter
Capture complete interaction history in a chronological order
Collaborate with your team using Feed
Solution Area 2: SAP Social Customer Engagement OnDemand

Social Media Engagement for an Excellent Customer Experience

- **Social Media Listening Queue and Workspace**
  - Get Prioritized List of Important Social Conversations
  - Detect Sentiment and Keywords with SAP Business Objects 4.0 Data Services
  - Optional Integrated Social Analytics with SAP Social Media Analytics by NetBase

- **Real-Time Facebook and Twitter Message Response**
  - Execute routing, assignment and escalation processes
  - Organize messages with tagging, flagging, favorites
  - Content sharing with Bit.Ly
  - Collaborate within a Team through Feed
  - Respond Consistently with Integrated Knowledgebase
  - Find Answers Faster with Recommendation Engine

- **Complete Social Profile and History**
  - Collect Complete Social Interaction History
  - View Public Social Profile and Message Timeline
  - Social Influence Identification through Klout
  - Manage Consumer Master Data

- **Analytics**
  - Embedded charts and Central dashboard for critical information
  - Pre-delivered Social, Channel, Consumer, and Service KPIs
  - Explore messages and people with tag clouds
Demo – SAP Social Customer Engagement OnDemand
End-to-End Process Flow

Provide Service Processes for Social Media Teams to Engage with Customers

1. Acquire Social Media
2. Identify Inquiries and Issues
3. Route by Skill & Need
4. Gather Insight on Customer
5. Research Response w/ Collaboration
6. Provide Response to Customer

Additional CRM Processes

Social Media Listening

Leverage Social with CRM Data

Insights and Collaboration

Manage Customer Loyalty
Demo – SAP CRM
Service and Marketing scenarios
Paul Greenberg on Social CRM:

“It’s the company response to the customer’s owning of the relationship.”
Tactical vs. Strategic

Act now, but don’t forget what your overall CRM strategy is trying to achieve

Define your social strategy in alliance with your CRM strategy. A social CRM strategy should benefit marketing, customer service, sales and e-commerce.

(Gartner, November 2011)
Thank You!