



decisyon®

ACCELERATE SMART DECISION MAKING

How to Measure and Improve Your ROI on Social Media

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Agenda

- Who is Decisyon?
- Improving ROI on Social Media
- Overview of Decisyon/Engage
- Demonstration
- Summary and Questions

Decisyon Company Overview

- Founded in 2005
- Offices in Stamford, CT | Latina (Rome) | Milan,
- Focus on Operational Intelligence solutions that accelerate your business: Social CRM, Manufacturing, Supply Chain, others
- Blue chip customers: 200 companies using Decisyon technologies & applications
- Experienced management team from Dell, Priceline, SAP, Oracle, Salesforce.com



What the Analysts are Saying

Decisyon Named by Gartner as a Cool Vendor in Content and Social Analytics, 2014

“Finding insights across multistructured data is a huge opportunity for business leaders to derive value from analytics. The vendors in this report offer unique approaches to preparing data and finding hidden insights and making them available to a wide range of business users.”

Source: Gartner Cool Vendors in Content and Social Analytics 2014, Rita L. Sallam, Carol Rozwell, Adib Carl Ghubril, Jenny Sussin, 28 April 2014. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Many of the World's Leading Companies Use and Retain Decisyon

Pharma/Healthcare



Manufacturing



Retail/Fashion



Food & Beverage



Unilever



LINDT
MASTER SWISS CHOCOLATIER
SINCE 1845



Energy



Saipem

Telecom/Media



Financial/Banking



Automotive



Travel/Transportation



Key Drivers for Social CRM

Marketing Executives

- Demonstrate value of social media
- Quantify impact on the business
- Drive improved brand image
- Reduce marketing costs
- Increase customer satisfaction and retention
- Improve lead generation
- Drive-cross selling opportunities

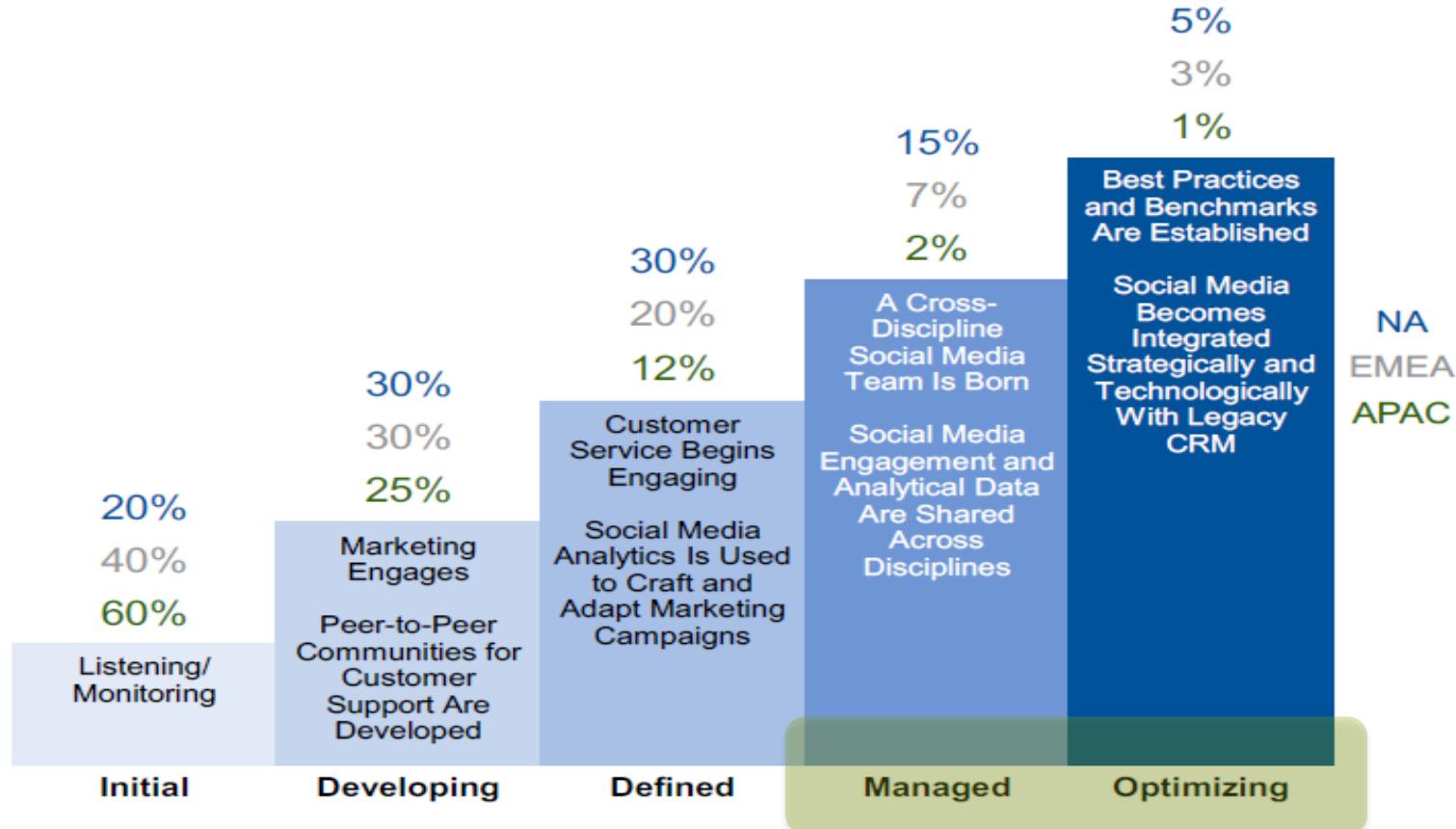
Reduction in adv costs, better engagement using adequate contents, lead generation enhancement

Customer Service

- Identify potential leads and churners and take actions
- Address customer complaints and issues quickly before they escalate
- Reduce customer response time
- Reduce operating expenses in customer service and support
- Increase customer satisfaction and retention

Improved efficiency and effectiveness, reduction in headcount and time to solve, optimization of resources in crisis situations

Social CRM Stages: Gartner 2013



Source: Gartner (October 2013)

Social CRM Strategic Objectives



Integrate

- Transform social data into a company asset
- Identify customers who are fans (or detractors)
- Enrich customer profiles with social-graph information

Collaborate

- Enable all brand departments to collaborate
- Take control of all social activities
- Integrate traditional customer service with social caring

Execute

- Launch co-marketing initiatives
- Correlate social behaviors with purchasing/churn behavior
- Leverage the power of social as a real-time trigger for CRM actions

Decisyon/Engage

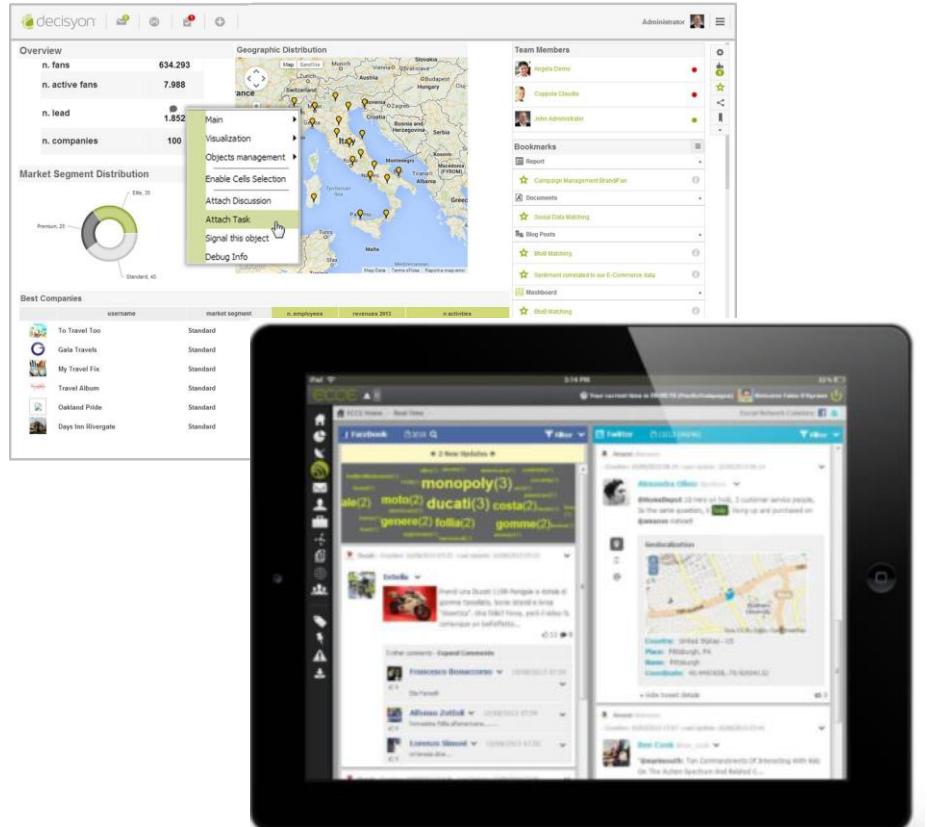
Accelerate Customer Insight

Key Features:

- Cloud-based social monitoring and caring
- Social Intelligence Server integrates social with enterprise CRM systems
- Unified social collaboration, analytics and social CRM

Key Differentiators:

- Integrate social data with CRM data to gain a 360 degree view of customers
- Collaborate across functions around social analytics
- Execute multi-channel customer operations programs



Cross-Department Social Intelligence



Social CRM Use Cases

1. Social Intelligence

- Competitive intelligence
- Campaign management
- Influencers management
- Brand Reputation

2. Real Time Social Caring

- Customer service
- Lead management

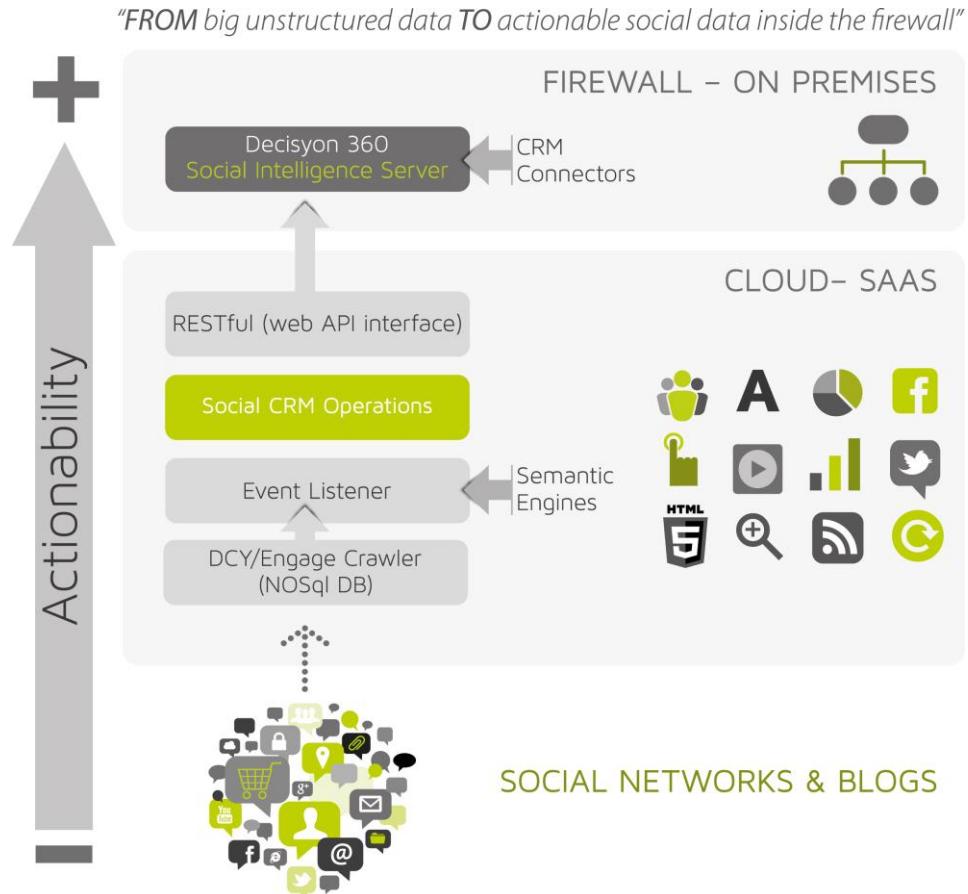
3. Social Data Integration Inside the Firewall

- Social Intelligence Server
- Social Logins

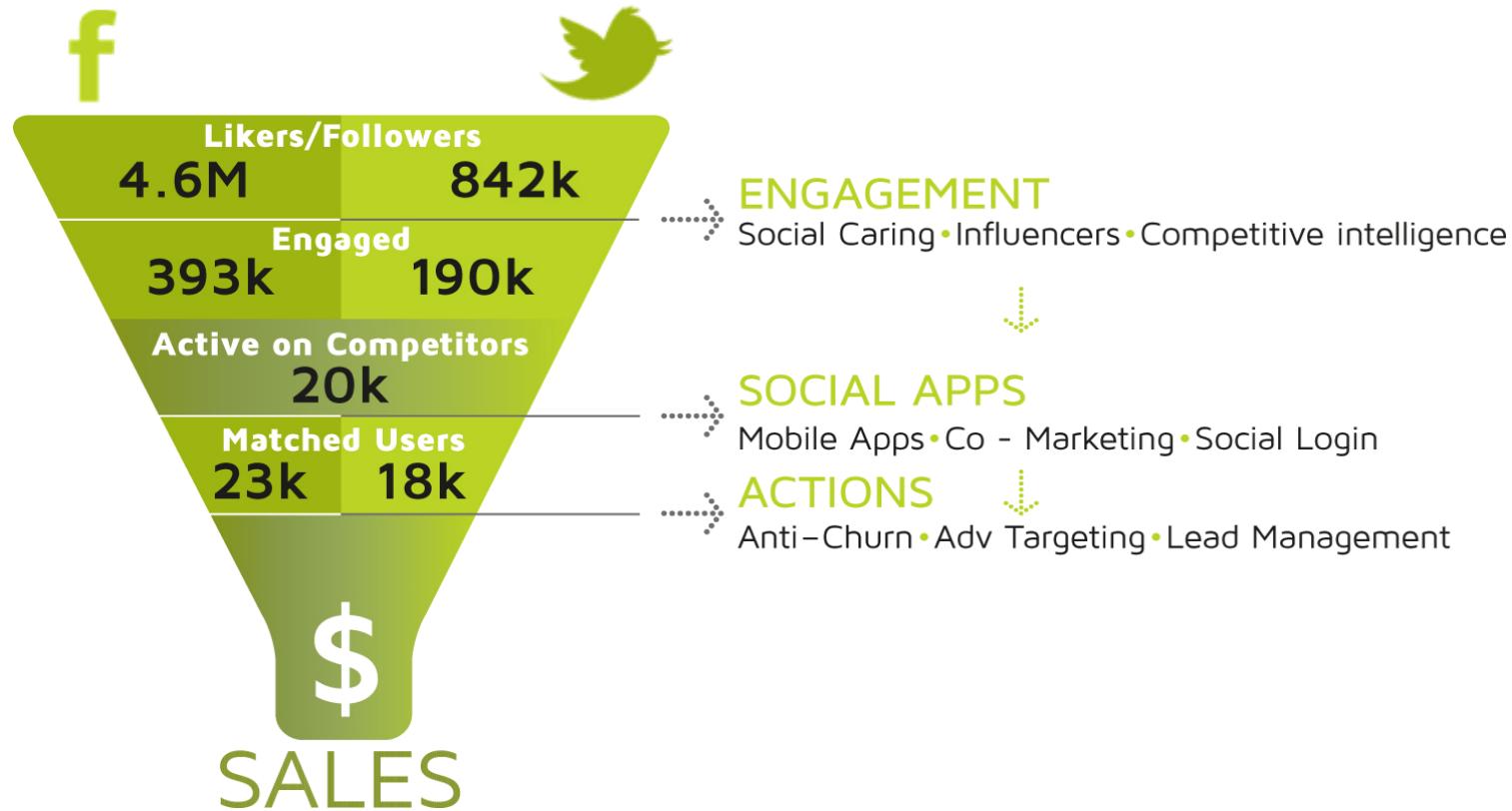


Social Intelligence Server

- Get cleaned, normalized, and organized relevant data in a **social data warehouse**
- **Upload your relevant legacy data** integrated with your social data
- **Collect years of granular information** and query it when you need to
- Create your own **collaborative dashboard**
- Use our APIs to link your **enterprise workflow processes** and applications
- Integrate your own and trusted sentiment algorithm to the SIS data to build your own **brand reputation dashboard**.



Transform Social Big Data into Sales



Many Customer Successes

LA STAMPA



CVA: Customer Value Added

Social Intelligence: Advanced analysis of historical social data and competitors

- Flip complaints to leads
(from 90% complaints to 40%)
- **+30%** Fan organic growth => Reduction in advertising investments
- **+90%** active fan engagements
- **+450%** wall activities
- **+90%** influencers

Reduction in adv costs, better engagement using adequate contents, lead generation enhancement

Social Caring: Customer service operations with a dedicated team

- **100%** coverage of conversations
- **30% reduction** handle time and first response time
- **50% reduction** in number of team interactions to solve
- **0** emails
- **12%** savings in headcount over a year
- **8X** reduction in training time (from 4 working days to 4 hours)

Improved efficiency and effectiveness, reduction in headcount and time to solve, optimization of resources in crisis situations

AlpitourWorld Gets Social with Decisyon

AlpitourWorld covers each segment of the travel market through a wide network of firms that follow each step of the entire tourism value chain. Employs 3,500 employees worldwide and serves 2.7 million customers.



Challenges/Requirements

- Needed a flexible and easy engagement platform where each fan and each brand can share, promote and recommend their positive experiences
- Provide on-the-fly analytics related to their existing presence on social networks
- Quickly deploy the whole group strategy without compromising each brand's identity



The Results

- The Decisyon/Engage analytical engine aggregates and de-duplicates fans and activities across 7 different fan pages
- The competitor analysis tool lets AlpitourWorld compare each brand in order to isolate best practices and create business rules to spread across all the brands
- **30% improvement in agent productivity**
- **Training time reduced from 40 hours to 4**
- **50% improvement in online quote requests**
- **34% growth in fan base**
- **125% ROI over 3 years, 3 month payback**

Tracking Telco's Social Buzz with Decisyon



Largest telecommunication group in Italy, the second largest in Brazil and one of the biggest in Europe. Offers infrastructure and technology platforms where voice and data can become advanced telecommunication services.

Challenges/Requirements

- Needed to engage with customers to find out what they were saying on social media channels, and to build confidence internally on the use of social networks
- Needed a robust application that would support real-time customer engagement and measurement of its own key performance indicators
- New technology had to seamlessly integrate with the corporate CRM systems.



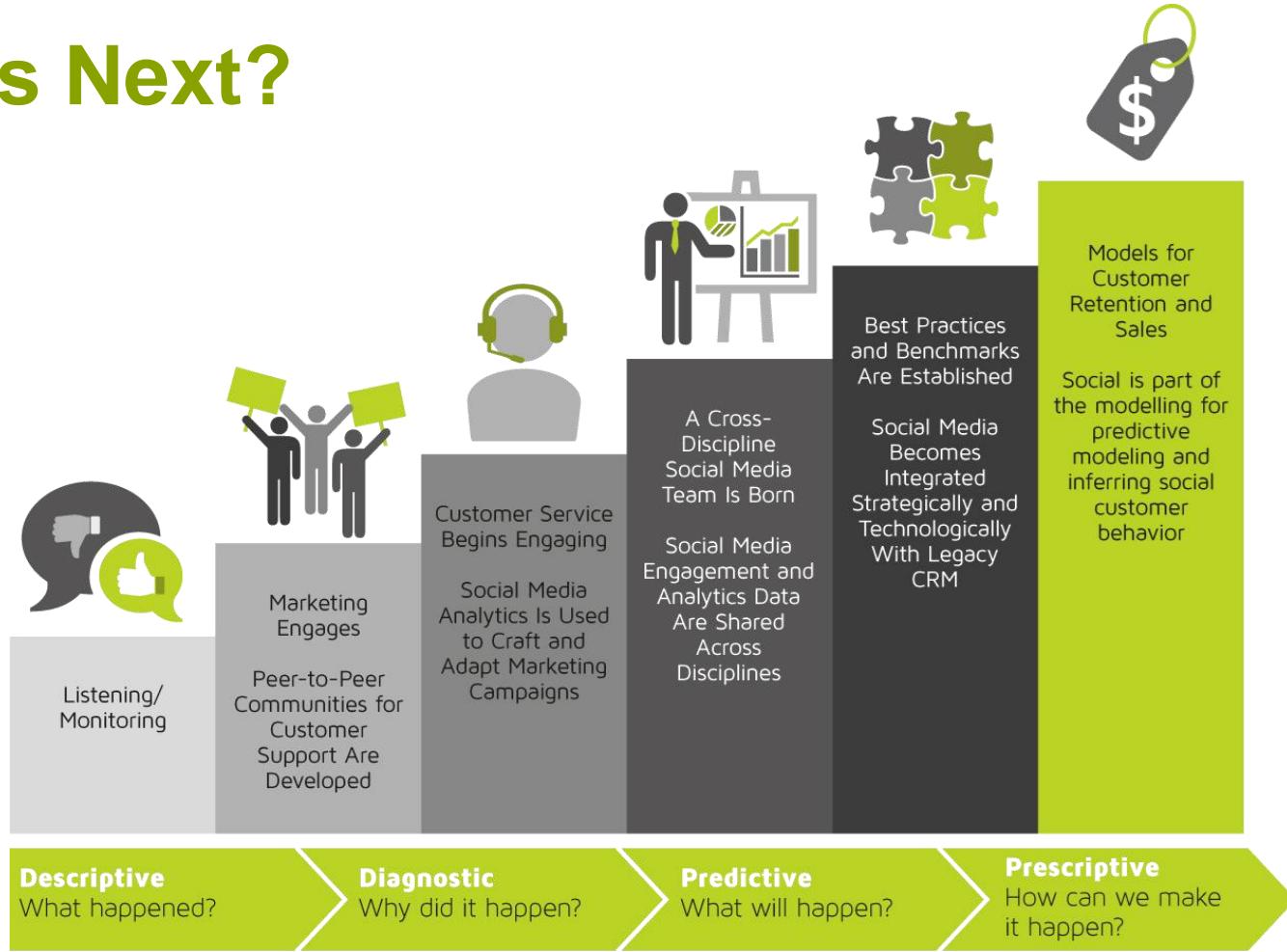
The Results

- Selected Decisyon/Ecce because it provided all the functionality the company needed, particularly the ability to integrate with existing systems
- **The company has improved its ability to engage its customers, measure their social activities, and identify the most influential**

Solution Demonstration

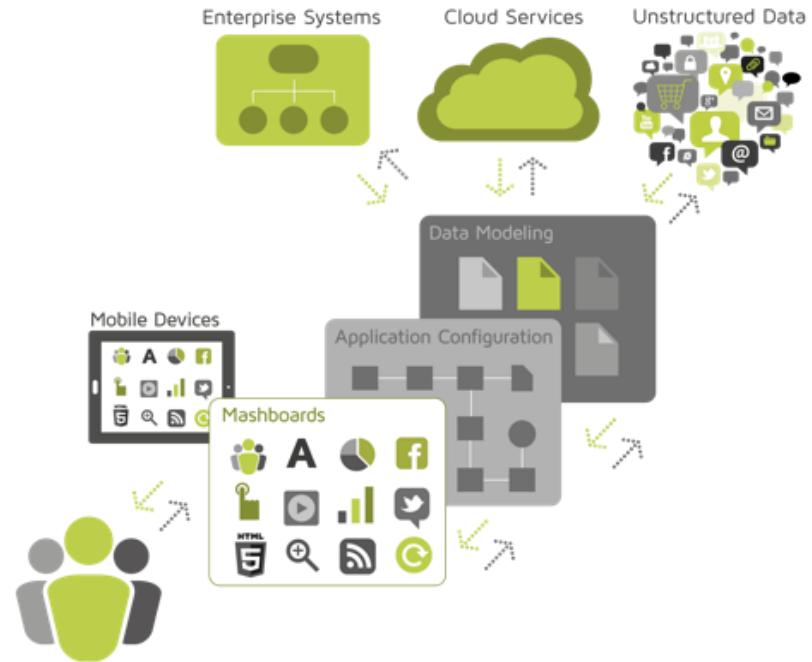
Tereza d'Andrade – Director of Solutions Engineering

What's Next?



Takeaways

- Companies need a unified corporate technology for Social CRM
- The next step is connecting social data with legacy data inside the firewall
- Collaboration creates value for different departments and speeds up the process
- Develop a multichannel customer view
- The next step is prescriptive analytics for Social CRM



For More Information

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