How to Measure and Improve Your ROI on Social Media

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Tereza d’Andrade – Director of Solutions Engineering
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

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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

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

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

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

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<td>Lead Scoring</td>
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<td>Lead Management</td>
<td>Competitor Analysis</td>
<td>Social Recommender</td>
<td>Risk Management</td>
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<td>Recommenders Detractors</td>
<td>Brand Reputation</td>
<td>Churn Prevention</td>
<td>Crowd Sourcing</td>
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**COLLABORATIVE DECISION MAKING**
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

- **ENGAGEMENT**
  - Social Caring
  - Influencers
  - Competitive intelligence

- **SOCIAL APPS**
  - Mobile Apps
  - Co-Marketing
  - Social Login

- **ACTIONS**
  - Anti-Churn
  - Adv Targeting
  - Lead Management

- **SALES**
  - Likers/Followers: 4.6M
  - Engaged: 393k
  - Active on Competitors: 20k
  - Matched Users: 23k
  - Engaged: 190k
  - Active on Competitors: 18k
Many Customer Successes
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

**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)

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

**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
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?

- **Listening/ Monitoring**
  - Marketing Engages
  - Peer-to-Peer Communities for Customer Support Are Developed

- **Descriptive**
  - What happened?

- **Customer Service Begins Engaging**
  - Social Media Analytics Is Used to Craft and Adapt Marketing Campaigns

- **Diagnostic**
  - Why did it happen?

- **A Cross-Discipline Social Media Team Is Born**
  - Social Media Engagement and Analytics Data Are Shared Across Disciplines

- **Predictive**
  - What will happen?

- **Best Practices and Benchmarks Are Established**
  - Social Media Becomes Integrated Strategically and Technologically With Legacy CRM

- **Prescriptive**
  - How can we make it happen?

- **Models for Customer Retention and Sales**
  - Social is part of the modeling for predictive modeling and inferring social customer behavior
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

- [www.decisyon.com](http://www.decisyon.com)
- [www.facebook.com/Decisyon](http://www.facebook.com/Decisyon)
- [https://twitter.com/Decisyon](https://twitter.com/Decisyon)
- [www.linkedin.com/company/Decisyon-inc](http://www.linkedin.com/company/Decisyon-inc)

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