

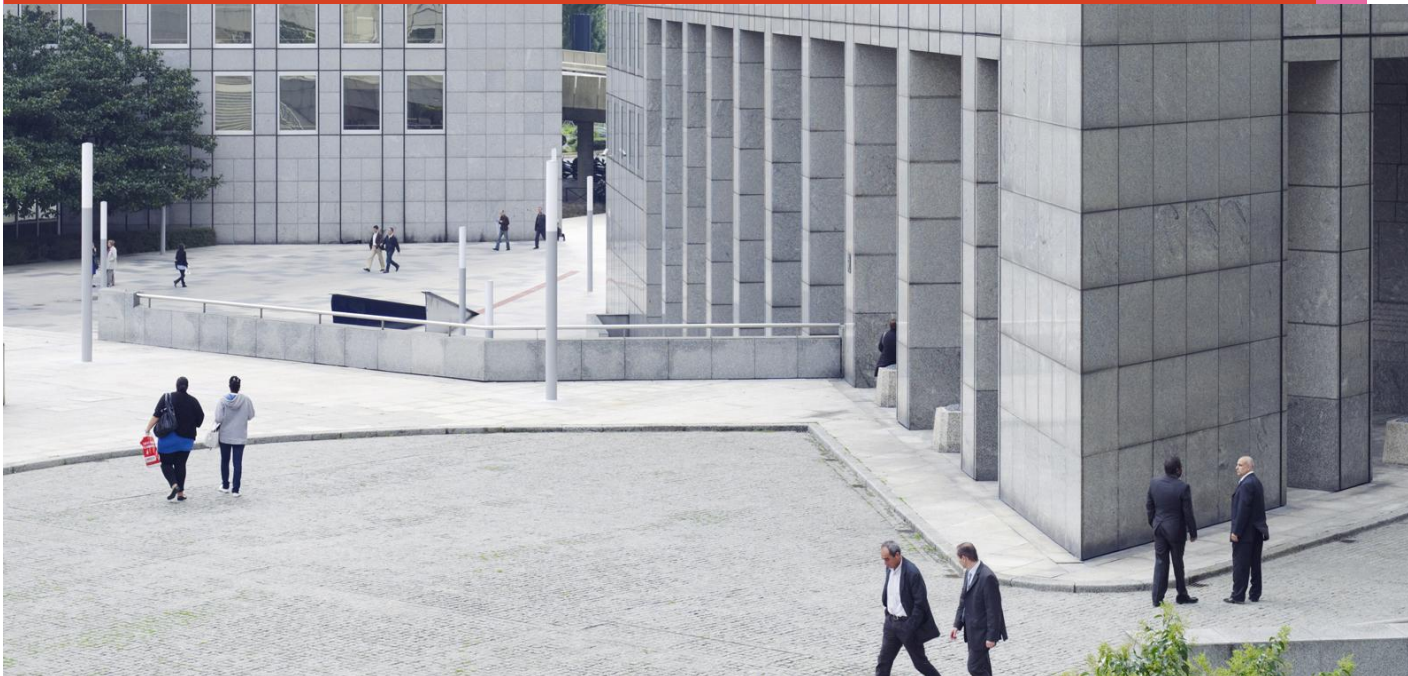
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# *Emerging Technologies*

## Social Enterprise Offerings

*Strictly Private  
and Confidential*

*3 February 2014*



**pwc**

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# *Agenda*

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# *Social Enterprise*

## **Contents**

1. Social enterprise – A business case
2. How does social enterprise look like
3. Benefits of social enterprise

# 1

# Why does social enterprise make so much business sense ?

**Social Media Game Changer:** Customers have been always sharing their thoughts, opinions, joy, criticisms with their friends and family about the brands they love and the ones they hate. With the advent of social media, customer’s voice can travel far beyond the living room. They are influential and their opinions are now amplified on the social web and also appear in the search results.

## How big is Social Media ?

<b>845 Million</b> Facebook Users	<b>60%</b> Internet users use social media
<b>78 Million</b> Indian Facebook monthly active users	<b>33%</b> Indian internet users use Twitter
<b>1 Million +</b> Indian adds to Facebook every week	<b>43%</b> of people in their 20s spend 10+ hrs on social media

*From a customer-facing perspective, social media can help you...*

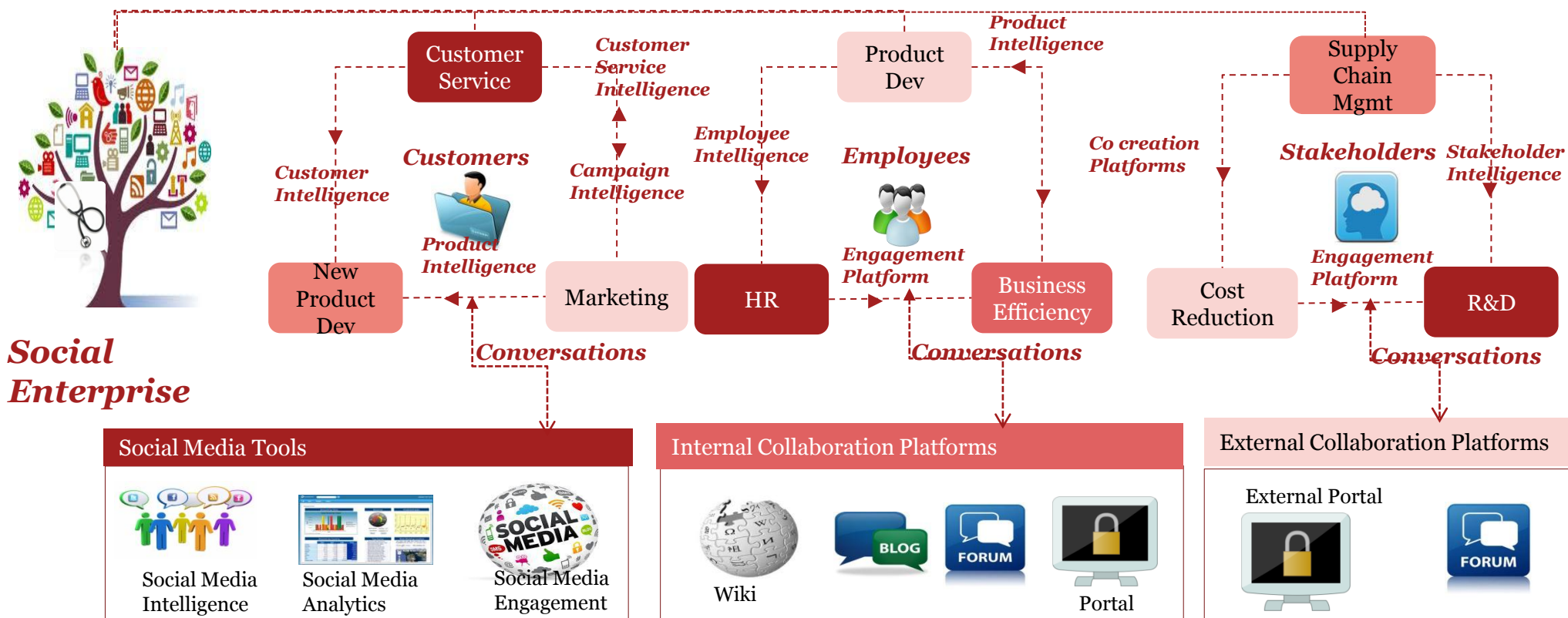
- Enhance and protect your personal and corporate brand reputation
- Expand your reach to new customers and territories and increase access to just-in-time information and trends
- Create unique solutions and experiences for your customers
- Enable the distribution of real time information, where required
- Tailor products and pricing based on interactive customer feedback

*With respect to your employees, social media can help you...*

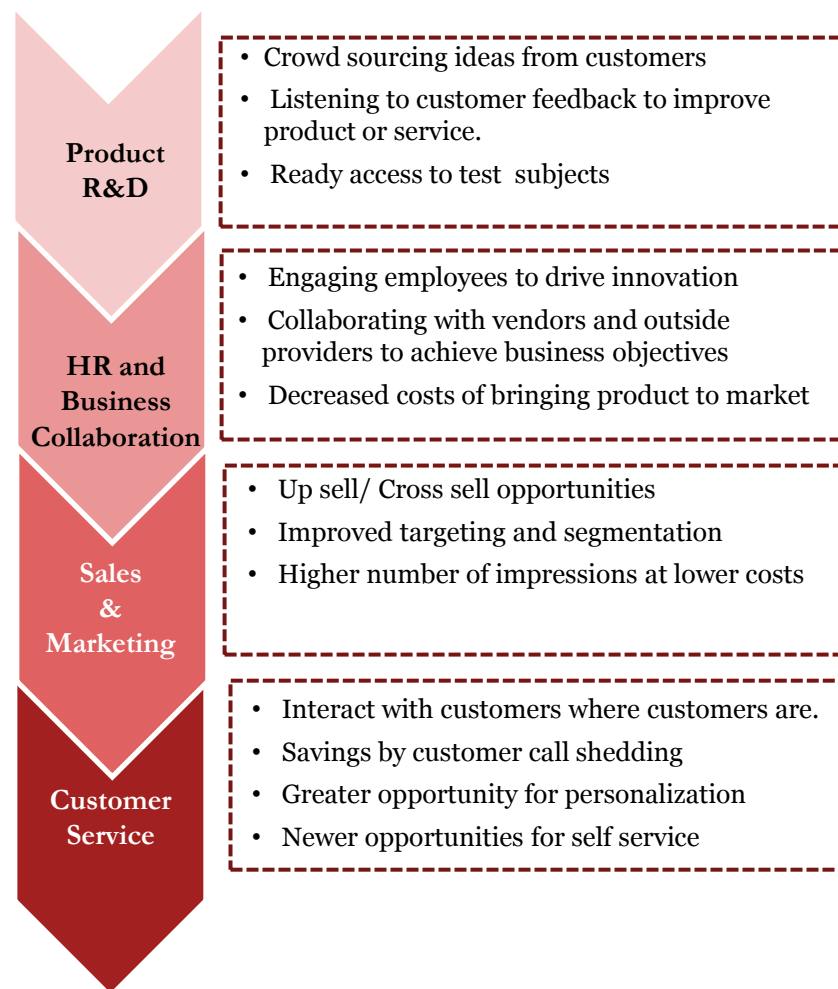
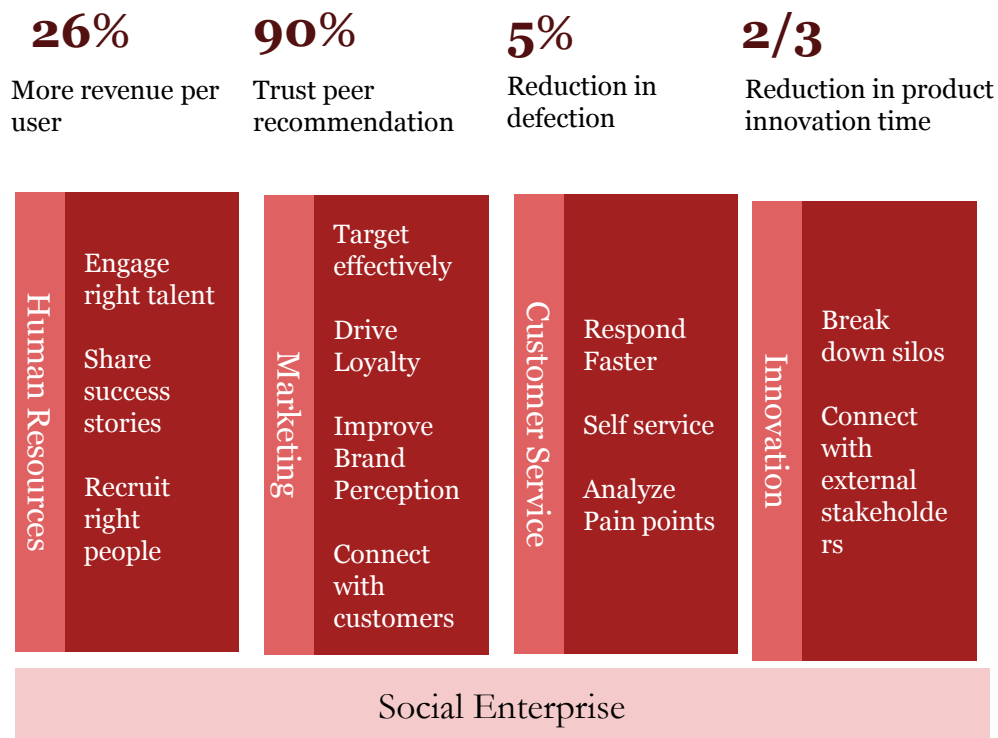
- Build a dynamic and creative work environment
- Instantly take the pulse on critical organizational issues
- Enable virtual workplace solutions
- Promote internal communications and dialogue
- Provide increased transparency with respect to information
- Attract and retain top talent

# What is a Social Enterprise?

In order to build an organization which is agile and is suited to current market reality businesses need to become social. Organizations are embracing social networking on a large scale to drive business transformation. Enterprise social networking is an organization's use of social networks, internally and externally, to connect individuals who share similar business interests or activities.



# Benefits of Social Enterprise



# *PwC Social Enterprise Methodology and Services*

## **Contents**

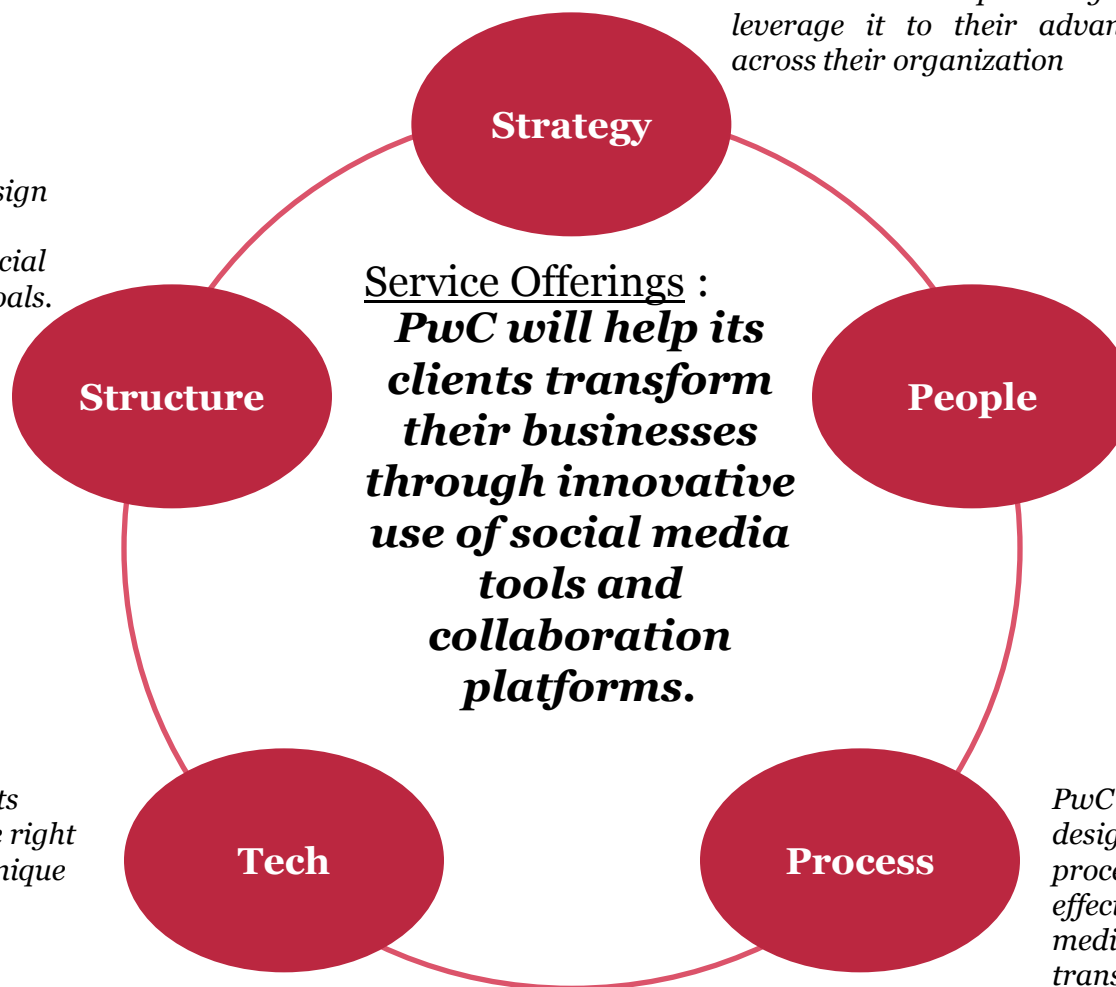
1. What do we offer?
2. Summary of offerings

# 2

## What do we offer?

*PwC can help its client understand the potential of social media and develop strategies to leverage it to their advantage across their organization*

*PwC will help its clients design effective organizational structures to reach their social media and collaboration goals.*



*PwC will provide its expertise to the clients so that they can encourage collaboration within and outside the organization*

*PwC will help its clients identify and utilise the right technology for their unique business needs.*

*PwC can help its clients design and implement processes and systems for effective utilization of social media tools and platforms to transform their businesses.*



# PwC Social Enterprise Solutions

#	Services	Service definition
1	<b>Social media strategy services</b>	<ul style="list-style-type: none"> <li>• Changing strategy development from a backroom process to an open stakeholder engagement / community process</li> <li>• Analyze every aspect of the enterprise and present analytics, demand decision making and strategy to be based on data / analysis</li> <li>• Build multi-year social media adoption roadmap / Enterprise social media readiness assessment / Build enterprise social media strategy / Build social media CoE to sustain the strategy</li> </ul>
2	<b>Social business intelligence services</b>	<ul style="list-style-type: none"> <li>• Transforming marketing approach from broadcast to insight-driven 1 to 1 engagement</li> <li>• Align market, sales and service to support social enterprise</li> <li>• SBI Vendor Selection</li> <li>• SBI Customization &amp; Configuration</li> </ul>
3	<b>Social media audit services</b>	<ul style="list-style-type: none"> <li>• Risk identification and management strategy- embedded in overall strategy engagements</li> <li>• Listening and monitoring as a managed service, providing on-going monitoring services, information analytics, and reporting management.</li> <li>• Implementation of an on-demand rapid and replicable framework to identify and evaluate social enterprise practices and controls- and to provide improved social management and response.</li> </ul>
4	<b>Social technology services</b>	<ul style="list-style-type: none"> <li>• Assessment and action on customer, partner and internal opportunities and risks</li> <li>• Helping organizations define key elements of an external developer program</li> <li>• Aggregating, structuring and normalizing data to perform audience analytics</li> <li>• Rapid and on-going data aggregation and analysis of social media posts / events</li> </ul>
5	<b>Employee and Network Engagement Services</b>	<ul style="list-style-type: none"> <li>• Improving the way organizations collaborate to find solutions to: reduce cost, go to market faster, communicate ideas, etc.</li> <li>• Develop and retain human capital</li> <li>• Providing change management support and guidance to help companies transition to a social enterprise – based operating model focused on developing and managing communities</li> <li>• Help our clients open up with planning activities beyond management and employed within the organization... plan with partners, customers, suppliers, etc.</li> </ul>
6	<b>Social Co-Creation Services</b>	<ul style="list-style-type: none"> <li>• Help create innovation ecosystem by creating collaboration networks across multiple innovation business partners.</li> <li>• Using the full spectrum of networks (customers, customer’s customers, suppliers, employees, regulators, etc.) to create the right product for the right market.</li> <li>• Identify and engage the most appropriate problem-solving communities (internal and external)</li> </ul>

# *Social Enterprise Service Offerings*

# 3

## **Contents**

1. Social media strategy services
2. Social business intelligence
3. Social media audit services
4. Technology infrastructure and security
5. Employee and network engagement services
6. Social co-creation services

# Social Media Strategy Services

1

## What is this service?

Social media strategy service will assess social media readiness of the enterprise and will build multi-year social media adoption road map, enterprise social media strategy and CoE to sustain the strategy.

2

## When is this service required?

Adopting social media can help your organization to create a competitive advantage and stand out in your market. Social media presents its own set of opportunities and challenges. A thorough understanding of these will help an organization in defining a clear strategy and roadmap for a successful social media integration. Some of the triggers for this service are :

- No organization wide coordinated social media engagement
- Unable to measure ROI of current social media initiatives
- Disparate tools and techniques used ; not integrated with existing CRM or other databases.

3

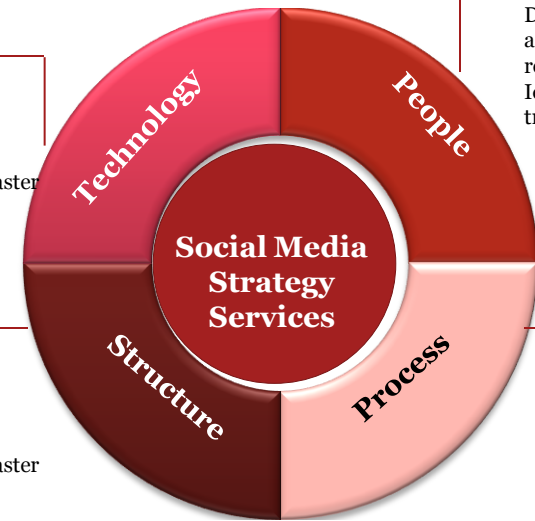
4

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6

Determining the appropriate org structure  
Putting in place feedback and disaster response systems

Determining the appropriate org structure  
Putting in place feedback and disaster response systems



Determining people and skills requirement  
Identifying gaps in training

Creating social media guidelines  
Determining appropriate measurements.

## Key Customer Benefits

Our services will provide the following benefits to the organization who decide to utilize the power of social media to transform their business :

- Multi year road map with clearly defined targets, measures and challenges
- Enterprise wide social media strategy considering the business objectives
- Social media adoption readiness assessment
- Social media CoE to sustain the strategy
- Strategy development will change from a backroom process to an open stakeholder engagement

# Social Business Intelligence Services

1

## What is this service?

Social media business intelligence services will help clients to capture and make business sense of the social media data and utilize it for business transformation.

2

## When is this service required?

In last couple of years social media use has grown enormously. This has led to an explosion of data that can be used to provide valuable insights to transform their business.

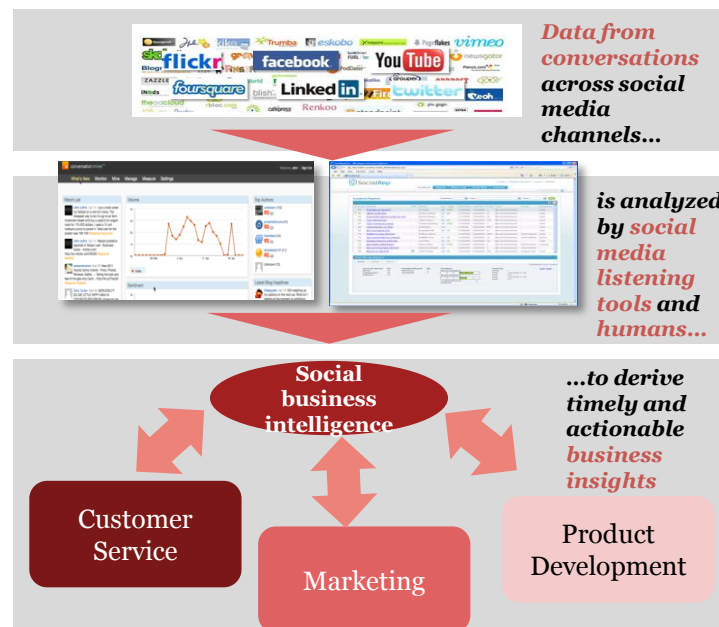
- Need to correlate the information generated through social media with existing customer information and integrate it with current data management systems.
- Need to understand the pain points of consumers
- Need to understand the sentiment of consumers towards you and your competitors
- Research for new product ideas or service offerings
- Evaluate success of current media campaigns
- Need to react quickly to social media PR risks

3

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## Key Customer Benefits

By engaging our social business intelligence services, you can derive the following benefits

- SBI vendor selection .
- Customization and configuration of SBI according to the particular needs of the enterprise
- Cross functional scalable business model that allows clients to react quickly to opportunities and risks
- Transformed marketing approach from broadcast to insight driven

# Social Media Audit Services

1

## What is this service?

Social media auditing services will help the clients to monitor their social health, identify deficiencies in their current strategy and recommend suitable remedial measures.

2

## When is this service required?

As more and more businesses use social media, there is more noise than ever. Evaluating an organization's use of social media will give insights into what is working, what is not working, and how to improve.

Some triggers are :

- Need to set objectives and expectation of social media initiatives
- Need to understand how competitors are using social media
- Need to understand which platforms, content and campaigns work for the industry
- Identify risks of current social media strategy
- PR disaster in social media caused by disgruntled customer or employees

4

5

6



## Key Customer Benefits

By engaging our social media audit services , organizations can derive the following benefits:

- Identifying new opportunities and benefits from social media
- Understanding the maturity and rigor of their processes
- Understand if the customers are getting consistent brand perception across channels
- Understand how effective their social media disaster response system is.
- Effectiveness of their social media group in terms of engaging with their customers.

## Social Technology Services

1

### What is this service?

Social Technology Services help clients analyze current infrastructure, issues, risks and security. This leads to adoption of appropriate standards and tools for effective utilization of social media .

2

### When is this service required?

Social media technologies are still evolving. Most of the organizations are embarking social enterprise adoption strategies. There is no one size fits all solution.

Some triggers for using this service are :

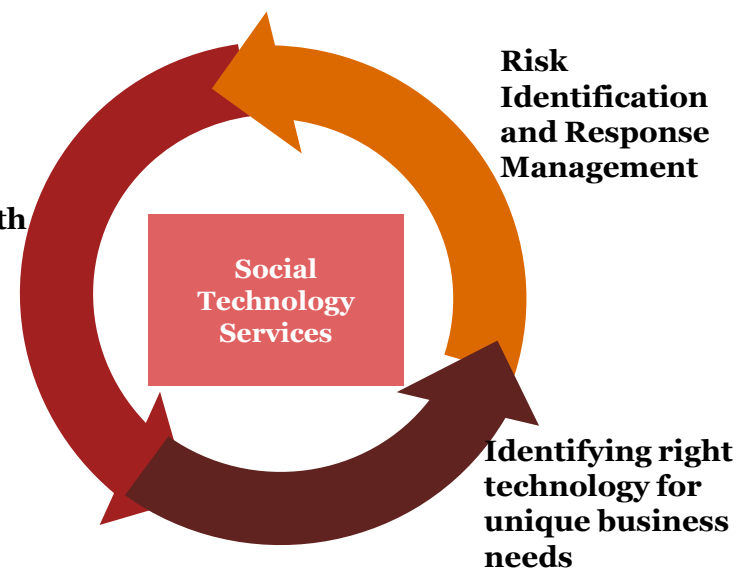
- Not able to aggregate, structure and normalize social media data to perform audience analytics
- Security issues or threats; Data loss or network vulnerability
- Need for integration of social media data with existing data (CRM systems)
- Need to identify right tools and technologies for the business

4

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Integration with existing technology infrastructure



### Key Customer Benefits

By utilising our technology infrastructure and security services, organizations can

- Build robust , reliable and effective social media infrastructure
- Adopt tools and technologies that enables them to make business sense of enormous social media data
- Help organizations aggregate , structure and normalize social media data to perform audience analytics
- Adopt cloud based social listening tools to aggregate and analyse social media posts and events
- Adopt social CRM for an integrated approach to engage customers

# Employee and Network Engagement Services

1

## What is this service?

Employee and network engagement services help clients adopt enterprise social network technologies which are non intrusive and effectively engages employees and other stakeholders to achieve company objectives

2

## When is this service required?

Social enterprise tools are now widely used by organizations to engage their employees and stakeholders but have not been fully successful in realising their objectives.

Some triggers for using this service are :

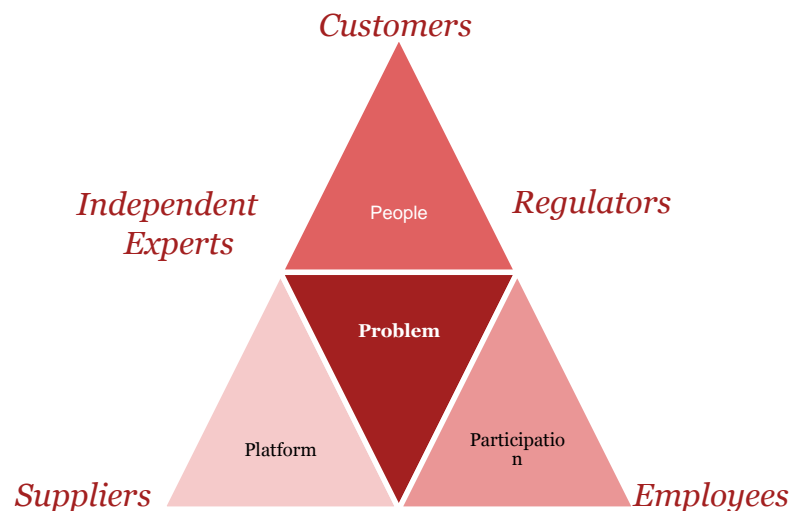
- Engagement tools that do not take cognizance of employee objectives, priorities and needs.
- Need to involve employees and stakeholders in the decision making process
- Need for a tool to track ideas from conception to completion
- Need to reach stakeholders (vendors, suppliers , experts) where ever they are in a cost effective way.

3

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## Key Customer Benefits

By utilising our employee and network engagement services, organizations can

- Improve the ways in which it collaborates to find solutions to reduce costs, go to market faster , communicate ideas etc
- Develop and retain human capital
- Use social media to engage alumni and leverage the network
- Develop and manage their own social communities
- Engage in enterprise planning using social engagement tools

## Social Co-creation Services

1

### What is this service?

Social co creation services help organizations create collaboration networks across multiple business partners to create common value for societal impact. It helps organizations come together to search for common value creation opportunities.

2

### When is this service required?

Enterprise co-creation is a fundamentally different way of looking at value creation between different enterprises and other stakeholders. Co-creation is about bringing together people and organization who have the most at stake in a relationship and working corroboratively to find answers and innovate breakthroughs. For brands, co-creation involves both internal and external stakeholders, including customers.

Some triggers for using this service are :

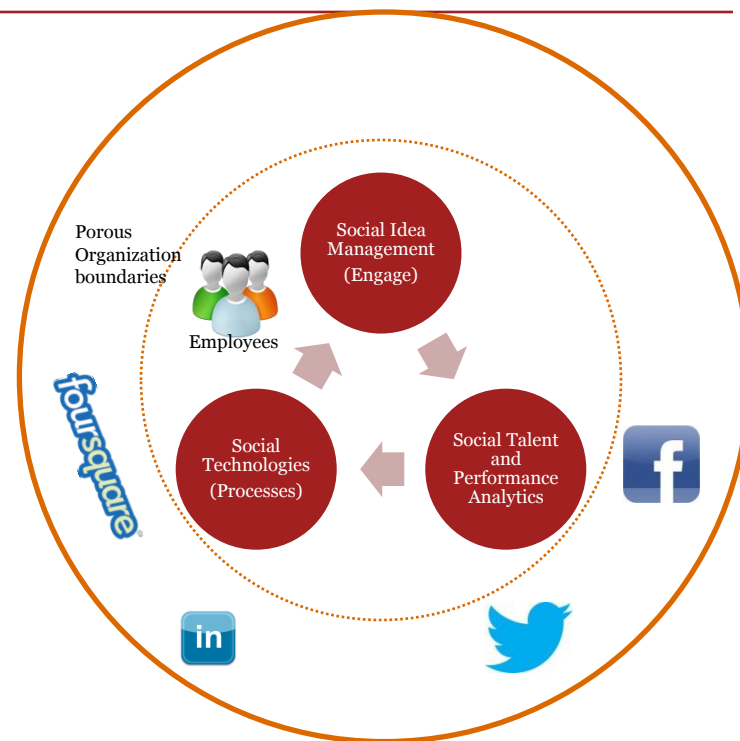
- Need to engage stakeholders for R&D or value creation opportunities
- Research new product ideas or delivery methodology
- Industry problem that needs common approach
- Engage experts or outsource parts of the value creation process.

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### Key Customer Benefits

By utilising our social co-creation services, organizations can

- Create collaboration networks across multiple businesses and partners
- Use stakeholder inputs in product design , manufacturing and delivery process
- Identify and engage the most appropriate problem solving communities
- Solve problems for the common good of the industry



# *PwC Expertise*

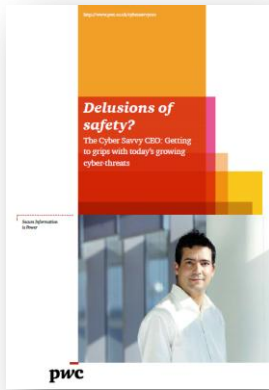
## **Contents**

1. PwC thought leadership
2. Citations
3. People
4. How to reach us ?

# 3

# Thought Leadership

## Examples of Digital Technology Thought Leadership (Non exhaustive)



# Citation-Domestic

Social Enterprise strategy and implementation for finance and investment company

## Plan

- Develop digital engagement / co-creations business case
- Redesign/enhanced social media channel /website reflecting the identified engagement opportunities
- Transition from static marketing to customer-centric, community-driven engagement

## Action

- Create digital engagement current state, future state, and roadmap
- Define a digital co-creation ecosystem to understand the players & their roles.
- Execute their current social media engagements

## Results

Presence on major social media channels

Active and engaged users on the clients social media channels

Quick win 3 month project for the client which had been stalled for months

# Citation-Domestic

Co-creating through workshops for a Fortune 500 chemical company

## Plan

- Set up a permanent process that will deliver a large number of insights on an on-going basis (permanent engine).
- Brainstorm how co-creation can be applied for enterprise business growth

## Action

- Facilitation of co-creation workshops to identify the experience of the main stakeholder
- Design a platform and to build a community
- Chart future roadmap for enterprise business

## Results

**1000 crs**  
additional  
revenue  
identified

**Plan to  
impact**

**1 million  
farmers**

**Establishing proof of  
concepts for the  
enterprise businesses**

# Citation-Domestic

Social business intelligence dashboard for largest two wheeler manufacturer in India

## Plan

- Demonstrate how Social Business Intelligence can be leveraged to deliver Social Media Analytics aligned with business defined KPI's

## Action

- Workshop to identify the KPI's to be monitored
- Built social business intelligence reports
- Submit Monthly and Bi-Weekly reports that showcase the KPIs supported with data from social media.

## Results

- Transform the client's business model by leveraging social platforms to rapidly grow and engage its sales and customer base and improve digital marketing sales and service capabilities.



# International Social Media Case Studies

## Case Study: Implementing Social Media ratings and reviews allows customers to make their needs clear, which in turn, increases product demand



### Background

Saxo Bank was a tiny brokerage firm that recognized an opportunity for explosive growth in the Scandinavian appetite for early adoption of personal technologies.

### Approach

Saxo began streaming real-time foreign-exchange data to customers to execute trades by phone. Saxo added online execution and almost overnight, it went global. Over the past decade, Saxo extended its online trading capabilities to other asset classes, including equities, futures and "contracts for differences" (CFDs).

### Results

- Saxo rose to the top 20 foreign exchange trading firms
- 2010 operating income jumped by 50%, topping \$653 million.
- Net income more than tripled, to more than \$126 million.
- Assets under management and clients' collateral deposits nearly doubled, to \$12.2 billion.
- Source: 2011, Oxford Economics

**Why it worked:** Saxo's digital approach resonates with emerging market investors—more than four in 10 customers hail from the developing world.

## Case Study: AmEx's OPEN Forum is an example of how to effectively leverage Social Media to support and grow the customer base

### OPEN Forum

#### Background:

- AmEx's OPEN Forum launched in 2007 and is an example of marketing as service.

#### Action:

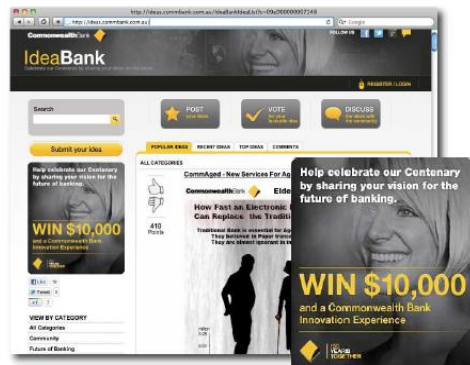
- OPEN is a program designed to help small business owners grow their businesses by providing both:
  - **valuable content:** in the form of insights and online resources addressing key challenges small businesses face to sustain and grow their companies; and
  - **networking opportunities:** a community for small business owners to talk, to share, and to help each other.
- AmEx also uses OPEN for instant feedback, including input on new products and services.

#### Results:

- AmEx has been able to use OPEN to build brand equity and acquire new customers.
- 200,000+ are fans of OPEN forum on Facebook and another 45,000 follow along on Twitter
- The website has over 7 million registered users.
- One event, Small Business Saturday, generated a 27% increase in sales for participating organizations



## Case Study: Commonwealth Bank uses crowdsourcing to improve the banking experience and product development



### Background

Commonwealth wanted to increase the online engagement with their customers. Through a site called Ideabank, they have reached out to customers to invite them to develop products and services. This new kind of R&D department turns the bank's customers into an army of brainstormers, beta-testers and budding inventors.

### Approach

The bank will award the creator of one of the most popular ideas on products or services with a \$10,000 prize in March 2012. The winner will be determined by a combination of votes from the bank's customers and its leadership team.

### Results

"Never before have our customer been so empowered to both contribute and vote for innovations and improvements," said Andy Lark, Chief Marketing & Online Officer with Commonwealth Bank. Commonwealth Bank IdeaBank is a long-term initiative from Commonwealth Bank and will diversify in 2012 to include more categories across all sectors of banking and financial services.  
Source: ZDNet

**Why it's working:** Commonwealth Bank is Money Magazine's 2011 Bank of the Year, and thanks to the recent migration of customers to a new core-banking platform, the Bank is one of the most technologically advanced in the nation.

## Case Study: Vitamin Water embraces co-creation to drive brand awareness



### Background

Vitamin Water was launching a new flavour and gave fans the chance to develop and name it using social media.

### Approach

Over the summer, Facebook fans were able comment on different flavours.

The top ten talked about flavours were then put to a vote.

When the flavour had been selected, Facebook fans could then use a widget to design the packaging of the bottle.

Fans were also given a chance to name the product, with the winner being awarded \$5,000.

### Results

A new product, Vitamin Water Connect was created and brought to market  
The Facebook campaign brought over 2.5 million Fans to the Vitamin Water page  
Source: <http://www.freshnetworks.com/blog/2010/01/case-study-vitamin-waters-newest-flavour-created-by-facebook-fans/>

**Why it worked:** Vitamin Water incentivized their fan base to participate and kept them engaged throughout the product development.

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