Redes sociales y nuevo entorno tecnológico

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V Foro Cerper – 31 de Enero de 2013
Qué es la Red Social

Algo ridículamente complicado...
Qué es la Red Social

... que ha cambiado para siempre nuestra concepción del mundo en línea

Video Source: http://youtu.be/cgP8WuCXIOQ

Social web has forever changed the on line word
Some Social figures that explain this big revolution
Over 500M users on Facebook
170M on Twitter

Over 150 M active users currently accessing Facebook through their mobile devices

The picture shows the result of a research made by a Japanese web agency (go-globe.com) about what happens in 60s seconds on the web...Some numbers are really impressive
 Qué es la Red Social
..que afecta a todas las facetas de la vida (en línea y fuera de ella)

Social business effects are throughout on line and off line life

Some examples:
Social – Facebook. Average 137 friends, 20% people with whom users would have had no contact otherwise. People spend more time connecting on facebook and less on phone, email.
Cultural –
Knowledge- University of the people: access to higher education in developing and third world countries
Leisure- Zynga has 360M active monthly users.
Productivity – applications like Yammer, Jive, Chatter have been shown to increase productivity
Influence – Arab world revolution, Obama campaign, etc. demonstrate ability to influence cross geographies, religion, gender
Access – People now have access to knowledge, resources, assets
Work opportunity – Companies seek social networks for candidates, Linkedin has become the largest professional network in the US with largest sectors in Finance, Service, High Tech, and Health on the rise.
Cómo impactan las redes sociales
Modifican el modelo de decisión de los consumidores

Los consumidores comienzan en el extremo ancho del embudo y reducen el número de marcas hasta la elección final.
Lealtad a la marca
La metáfora del embudo ya no funciona

Viaje mucho más iterativo y menos reductivo para tomar la decisión de compra de HOY
Fuente: McKinsey Investigación, Diciembre 2010

This scenario forces companies to rethink how to effectively reach consumers

Some times ago: The Funnel Metaphor
For years, marketers assumed that consumers started with a large number of potential brands in mind and methodically winnowed their choices until they’d decided which one to buy. After purchase, their relationship with the brand typically focused on the use of the product or service itself.

Nowadays: The Consumer Decision Journey
New research shows that rather than systematically narrowing their choices, consumers add and subtract brands from a group under consideration during an extended evaluation phase. After purchase, they often enter into an open-ended relationship with the brand, sharing their experience with it online.

Consider & Buy
Marketers often overemphasize the “consider” and “buy” stages of the journey, allocating more resources than they should to building awareness through advertising and encouraging purchase with retail promotions.

Evaluate & Advocate
New Social media make the “evaluate” and “advocate” stages increasingly relevant. Marketing investments that help consumers navigate the evaluation process and then spread positive word of mouth about the brands they choose can be as important as building awareness and driving purchase.

Bond
If consumers’ bond with a brand is strong enough, they repurchase it without cycling through the earlier decision-journey stages.

Cómo impactan las redes sociales

Redes y comunidades se convierten en nuevos actores

DIGITAL INTERACTIONS CREATE NETWORKS AND COMMUNITIES THAT BECOME NEW STAKEHOLDERS

Social Business introduces new stakeholders to take care of...
Cómo impactan las redes sociales
Nuevos modelos de segmentación de clientes: aparece el rol del Influenciador

Traditional segmentation models for CPG have focused on category consumption and brand love......letting brands segment higher value consumers for CRM purposes. Although logical, due to the expense of ongoing CRM comms, it did mean that many medium value consumers would not be engaged with.

However, in the SCRM world, another key segmentation variable comes into play and that is INFLUENCE......where potentially consumers who would previously have been ignored become key consumers for a brand to engage with.

It is well known and documented that consumers trust other people (even strangers) more than they do brand advertising channels.

So to identify and use consumers who have an above average reach or impact and who might be deemed trendsetters makes sense. Influencer Marketing comprises four main activities:

1. Identifying influencers, and ranking them in order of importance.
2. Marketing to influencers, to increase awareness of the firm within the influencer community
3. Marketing through influencers, using influencers to increase market awareness of the firm amongst target markets
4. Marketing with influencers, turning influencers into advocates of the firm.

Although not synonymous with WOM marketing, influence can be transmitted this way.

Brands should go the extra mile to to identify influencers......consumers who can go to work on behalf of the brand and add disproportionate value.

NOTE: identifying influencers is not the same as blogger outreach....separate tactics can be used to understand who the most influential bloggers are. Kraft use Edelman to do this....

Public relations firm Edelman helped Kraft select the bloggers using a metric system and other criteria to determine which bloggers would have the best influence for the Velveeta promotion.

1. <b>Know the space.</b> Use search engines and blogger networks to find a relevant blog already immersed in the space you want your messages attached to. Create a list of search terms based on how people actually talk about the product in real life. Set up Google alerts to see who’s talking about your products.

2. <b>Start big, then go narrow.</b> If you want to find five bloggers start with 15 and vet them further. Make sure she never said anything negative about the product or brand. Read back at least three months to get a sense of the bloggers tone and style for writing to make sure it fits with the broad image. Make sure she doesn’t have an existing relationship with a
¿Qué es la inteligencia social?

La inteligencia social es un proceso completamente integrado con la estrategia de su negocio que amplifica el impacto de todas las funciones e iniciativas aprovechando el poder de las redes de personas a través de plataformas sociales.

Extracting the gold from social media

Analisi competitiva
Community
¿Qué es la inteligencia social?
La esencia de la inteligencia social

Escuchar
Integrar todas las fuentes de valor de datos del cliente

Comprender
Crear un marco analítico integrado que permita Análisis para las Masas

Atraer
Acerca el conocimiento analítico al punto de interacción más cercano al cliente

Transaction and interaction, structured and unstructured, historical and real time
Moments of truth, across all channels

1. Customer Information Integration: the integration of all valuable sources of customer-related transactional and behavioral data designed to improve the creation and delivery of customer insights. The disruptive element is the integration of all valuable sources of customer-related transactional and behavioral data designed to improve the creation and delivery of customer insights. The disruptive element is

   SOCIAL DECISION MAKING – Differentiation includes CI Master Plan with CI version of MDM & IQM services; the creation and management of persistent customer, family and household ID's; rapid deployment data integration services; right time data latency, seamless integration of structured & unstructured data.

2. Customer Insight Development: Comprehensive descriptive and predictive segmentation and modeling capability using Insanely Simple/Simply Powerful/Analytics for the Masses technologies and leveraging HP’s Analytical Competency gained from its own Customer Intelligence business operations, HP Labs and innovative client engagements.

   ANALYTICS FOR THE MASSES Differentiation includes: Agile CI Analytic Framework & Methodology, selected tools that simplify development & delivery of analytics; selected IP from across HP applied to client scenarios; dedicated analytics community to synthesize best practice with emerging capabilities.

3. Customer Insight Operationalization: The delivery and integration of customer insights into all primary customer management processes to maximize the top line and bottom line value generated and mitigate value decay inherent in all insight developments.

   MARKETING PERFORMANCE & ACCOUNTABILITY Need differentiation statement, but it will be around bus technology, guided search and guided decision making, real time delivery of analytic outcomes, marketing optimization, etc
Importancia del “negocio social” en el ROI

- **Desarrollo de Personas**
- **Aprendizaje conversacional**
- **Hubs de Conocimiento** (COE)
- **Compartir activos** e ideas en la organización
- **Reclutamiento** y feedback
- **Confianza interna y defensa**

- **Ciclo de innovación** más corto
- **Innovación de Producto** y desarrollo de nuevas ideas
- **Compartir activos / mejores prácticas** a nivel mundial
- **Mejorar** productos y procesos

- **Mejores sentimentos / reputación**
- **Velocidad del boca a boca**
- **Menciones no solicitadas**
- **Confianza** y promoción
- **Solución a crisis**

Drivers del ROI

- **Aumentar el valor para el cliente**
- **Desarrollar la base de clientes**
- **Mejorar reputación y sentimiento**
- **Mayor conocimiento y colaboración**
- **Apalancar innovación abierta**
- **Mayor nivel de participación**

Combining social unstructured data with traditional structured data can fundamentally change the business capabilities for an enterprise.

Bottom right – Customer Experience Optimization – the CMO, marketing, customer intelligence functions that focuses on the full customer experience, such as marketing campaign activities to win back clients, improve cross-sell and up-sell opportunities, and drive more sales and service.

Bottom left – Product Lifecycle Innovation – insights into how your customers are using your products, comments about them, can fundamentally change your product life cycle and innovation; how to use, problems, suggestions, etc.

Top left – Resource Empowerment – from an internal perspective, derive insights on how to improve people development and productivity processes and environments.

Top right – Digital Brand Management - strategic marketing and brand management focus of listening and understanding your customers’ sentiments about your products and brands, to respond and take action more quickly to negative sentiments, and capitalize on positive mentions.

CM = customer management
HVC = high value customer
### Cómo convertirse en una empresa social

Una empresa socialmente habilitada...

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<tbody>
<tr>
<td>1</td>
<td>Combina datos (sociales) estructurados y no para obtener información actuable del cliente que impulse el crecimiento</td>
</tr>
<tr>
<td>2</td>
<td>Busca atraer y el compromiso de los clientes y no se enfoca sólo a disciplinas o canales</td>
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<tr>
<td>3</td>
<td>Reconoce a influenciadores y clientes de alto valor</td>
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<tr>
<td>4</td>
<td>Fomenta la participación, el intercambio, la co-creación... interna (primero) y externa (a continuación)</td>
</tr>
<tr>
<td>5</td>
<td>Tiene capacidad ‘always on’. Contenidos las 52 semanas del año vs campañas puntuales</td>
</tr>
<tr>
<td>6</td>
<td>Aprende de las interacciones y responde... el aprendizaje social se aplica a toda la empresa, no sólo al marketing</td>
</tr>
<tr>
<td>7</td>
<td>Sabe cómo ser social aumenta la rentabilidad</td>
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Fuente: Hewlett-Packard & The Customer Framework - 2011
Cómo convertirse en una empresa social

Nuestro modelo de referencia de madurez

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<tr>
<th>Nivel</th>
<th>Descripción</th>
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<tr>
<td>Excelencia</td>
<td>Su empresa se presenta como líder en este campo. Crea marca y co-desarrolla productos con los canales de comunicación social. El impacto en el valor para el accionista es medible.</td>
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<td>Transformacional</td>
<td>Medios sociales integrados en los sistemas operativos de clientes. Se utilizan al modelar el valor del cliente. Es parte integral del marketing de la empresa y se utiliza entre organizaciones (esto es, más allá de ventas y marketing).</td>
</tr>
<tr>
<td>Aspiracional</td>
<td>Su compañía escucha y recoge información útil de determinados medios sociales. Comienza a &quot;comprometerse&quot; con los clientes a través de estos canales. Ha probado estas capacidades y puede señalar ROI medible en estos casos iniciales de prueba.</td>
</tr>
<tr>
<td>Experimental</td>
<td>El uso de los medios sociales en la organización está creciendo, pero es todavía embrionario. No se entiende completamente el valor potencial. Cuando se utilizan los canales sociales, la comunicación es reactiva y unidireccional (de usted hacia el mercado).</td>
</tr>
<tr>
<td>Preparado</td>
<td>Empresa centrada en el cliente que considera un éxito su CRM. Aunque la organización sea ‘socialmente’, su uso es muy limitado. Pero existen capacidades para que la comunicación por los medios sociales sea un éxito.</td>
</tr>
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As an example we present our Social Business maturity model, consisting of 5 different maturity levels.
If enough time read the levels.
Gracias