



SOCIAL BUSINESS

What? Why? How?

A presentation by

globocol[™]
connect. engage. transform.

WHAT IS A SOCIAL BUSINESS?



A social business embraces and cultivates a **spirit of collaboration and community**, internally and externally, **delivering an unprecedented return for the time invested.**

PEOPLE DO BUSINESS WITH PEOPLE

A social business recognizes that people do business with people and optimizes how people interact to accomplish organizational goals.

- **Deeply connect individuals** in productive, efficient ways.
- **Provide line of sight across traditional boundaries**, to better align actions to needs.
- **Speed up business with better insight**, to anticipate and address evolving opportunities.

CHARACTERISTICS OF A SOCIAL BUSINESS

IBM has identified three distinct characteristics of a Social Business ...

- **Engaged:** deeply connect people, including customers, employees, and partners, to be involved in productive, efficient ways.
- **Transparent:** remove boundaries to information, experts and assets; help people align every action to drive business results.
- **Nimble:** speed up business with information and insight; help your people anticipate and address evolving opportunities.

WHY ARE COMPANIES MOVING TOWARDS SOCIAL BUSINESS PLATFORMS?

- **Technology has facilitated more efficient ways of communicating.** The new social tools aid decision making.
- **These tools are the new operating systems of the 21st century** and they are already being deployed ...
 - wikis & blogs
 - ideation tools
 - meetings and events tools
 - next-generation project management
- **In the past,** knowledge was managed in organisational silos.
- **The big change is the move towards content collaboration** e.g. sharing knowledge and jointly editing documents online.



WHAT DOES SOCIAL BUSINESS SOFTWARE ENABLE YOU TO DO BETTER?

- Find out about each other personally or professionally.
- Mine their networks of contacts and acquaintances for advice, references and referrals.
- Form teams, communities or informal groups, and invite external participants from other organizations.
- Work together on the same work objects.
- Discuss and comment on their work.
- Organize work from their perspective.
- Identify relevant work.
- Discover other people with common interests.
- Alert users to information or events that might be relevant to them.
- Learn from others' expertise.

SOURCE: GARTNER, SEPTEMBER 2013

THE TOOLS MOST OF YOUR PEOPLE USE IN THEIR DAILY LIVES ...

Pinterest

skype™



WIKIPEDIA

facebook®

Linked in®

You Tube

Apple iTunes

tumblr.



Instagram



tripadvisor®



TOOLS MOST OF YOUR PEOPLE USE AT WORK ...

Outlook

PowerPoint

Excel

Word



YOUR WORKFORCE ARE COMMUNICATING LESS EFFICIENTLY AT WORK THAN AT HOME

Your people ...

- **find and share information more efficiently in their social lives than they do at work.**
- **are used to having more transparent relationships outside work than they do at work.**
- **have social media skills that could help your organisation but which are not being deployed at work.**

Organisations which adapt to their changing workforce will reap the benefits of becoming a social business.

WHY SOCIAL BUSINESS WORKS FOR YOUR PEOPLE

Enhance your organisation's performance ...

- **Engage the right people**
Source talent by leveraging social networks & connect employees to improve enablement.
- **Motivate and empower**
Improve employee engagement, motivation & effectiveness.
- **Foster success**
Identify critical issues and address them with speed

**"26% more profit per employee" –
McKinsey & Co.**

WHY SOCIAL BUSINESS WORKS IN MARKETING

Influence what your customers will buy next ...

- **Target more effectively**
Address individuals and build advocacy at every touch-point.
- **Drive loyalty**
Engage customers in dynamic, personalized experiences to keep them coming back.
- **Build your brand**
Help your team execute consistently across all channels and with every engagement.

“80% received product purchase advice from friends and followers through a social site ” - ClickZ

WHY SOCIAL BUSINESS WORKS IN SALES

Close more deals ...

- **Empower your team**

Connect sellers with the right experts and information to anticipate and meet clients' needs.

- **Build relationships**

Connect client, transaction and social data so you know your customers better than the competition.

- **Connect with clients**

Engage with your clients in new ways through dedicated communities.

“40% year-on-year increase in new business” – VCC Case Study

WHY SOCIAL BUSINESS WORKS FOR YOUR CUSTOMERS

Grow profitability with better customer service ...

- **Anticipate problems**
Listen and analyze your customer feedback to understand emerging issues.
- **Respond faster**
Find the right information and experts required to address issues as they emerge.
- **Enable self-service**
Help your clients find the answers they need 24/7

**“5% reduction in customer defection &
25% - 100% increase in profits” – Bain & Co.**

WHY SOCIAL BUSINESS ENCOURAGES INNOVATION

Faster product and service innovation ...

- **Collaborate beyond borders**
Form global internal communities of interest to tackle common challenges.
- **Unlock innovation**
Improve productivity by tapping into the collective intelligence inside and outside your organization.
- **Break down silos**
Share intellectual capital and content with the people who need it.

“2/3 less time to take products to market” - IBM

WHAT FUNCTIONALITY SHOULD YOU EXPECT FROM A SOCIAL BUSINESS PLATFORM?

- **Email** – easily send and manage messages with all the features you would expect
- **Calendar** - easily schedule meetings, free time search & calendar delegation
- **Dashboard** – stay in touch with a consolidated view of your social business network
- **Files & documents** – share with other users, version management, secure environment
- **Instant messaging** - see who is online, text-based, encrypted conversations with other registered users
- **Communities** – centralise documents, bookmarks, wikis & forums to keep a team of users organized.
- **User profiles** - connect with other users, view profiles, share files, invite them to communities, track their updates.
- **Activities** – project management, organize content, assign & track tasks, organize files, share links, send notifications to members.
- **Forms & Surveys** – easily collect information for your business using a simple form designer.
- **Meetings** - host online meetings with application and desktop sharing, chat, Q&A, annotation tools & polling.
- **Events** - centrally manage online training sessions, webinars with registration management tools, email invitations / reminders, & post-event surveys.
- **Document editing** - simultaneously edit documents with other contributors; word processing, spreadsheets, presentations.
- **Mobile** – ability to stay connected on all devices; Android™, Apple®, and Blackberry®



SOCIAL BUSINESS PATTERNS



54%

of companies expect to support their Customer Service processes with social capabilities within two years, up from **38% at present**¹

1. Source IBM

SOCIAL BUSINESS PATTERNS



60%

will socially-enable their
Sales processes in the
next two years, up from
46% now²

2. Source IBM

SOCIAL BUSINESS PATTERNS VALUE PRODUCERS

Social Business Pattern	Value Producers
Finding Expertise	<ul style="list-style-type: none"> • quickly locate the right people, or published content containing, the expertise needed to solve a problem • connect the best possible resources to effectively respond to customer needs • document and share reusable solutions to common issues • create highly-engaged and productive employees
Gaining External Customer Insights	<ul style="list-style-type: none"> • quickly learn customers' opinions and preferences related to existing and potential products and services • identify and connect with key customer influencers to aid marketing efforts
Increasing Knowledge Sharing	<ul style="list-style-type: none"> • more efficiently and effectively capture, share and access knowledge • increase innovation through wider reach of ideas • reduce excessive, unproductive time spent searching and exchanging information
Improving Recruiting and On-Boarding	<ul style="list-style-type: none"> • collaboratively find and connect the right candidate to the right position • streamline assessment and hiring processes • better connect, engage and retain new hires • contextually recommend expertise to increase new hires' productivity
Managing Mergers and Acquisitions	<ul style="list-style-type: none"> • increase overall success rate of merger and acquisition activities • raise effectiveness of vision setting and communication before, during and after merger or acquisition • accelerate creation of "one company" community and culture
Enabling and Improving Workplace Safety	<ul style="list-style-type: none"> • speed communication of new or changed safety regulations, policies and procedures • minimize or eliminate project execution delays arising from actual or potential safety issues • improve innovation in safety procedures by increasing dialog between safety experts and workers

Source: IBM

WHO ARE THE LEADERS IN SOCIAL BUSINESS SOFTWARE?



Source: Gartner (September 2013)

CHANGE IS A CONSTANT A SOCIAL BUSINESS IS THE MOST ADAPTABLE TO CHANGE

“It is no the strongest of the species that survives nor the most intelligent ... It is the one that is most adaptable to change.”

Charles Darwin



WHAT IS globocol™ ?

Globocol is a Social Business consulting firm. We help organisations to adapt to the implications of the social web on their business.

1. Identify where better collaboration with all your stakeholders will transform your results.
2. Demonstrate to you how technology tools will facilitate that transformation.
3. Advise you on post implementation adoption to ensure you achieve your goals.



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