



Social Media & Customer Care

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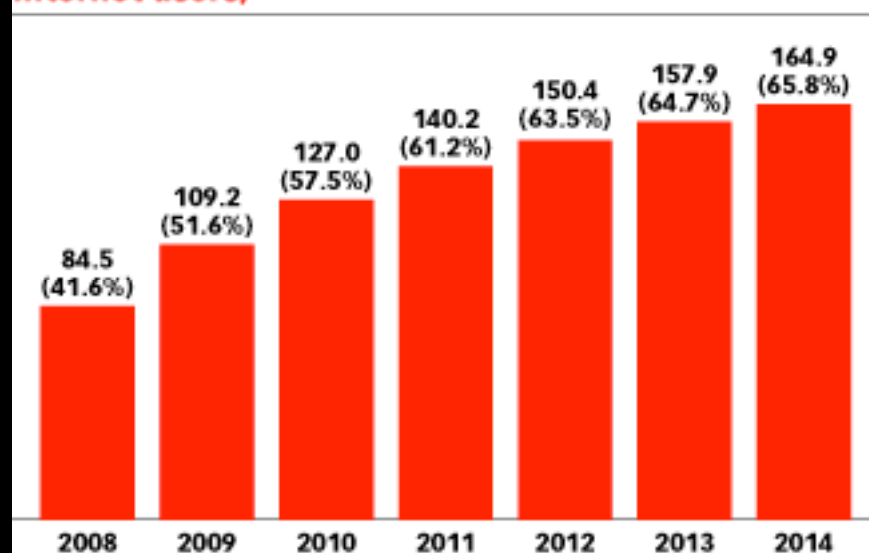
Agenda

- Social Media Market Dynamics
- Social Media Customer Engagement Benchmark
- Cisco Vision for Customer Care via Social Media

Do you have a Social Media Strategy ?

Social Media Usage Explodes !

US Social Network Users, 2008-2014 (millions and % of Internet users)



Note: use at least monthly via any device

Source: eMarketer, April 2010

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www.eMarketer.com

US Social Network Users, by Age, 2008-2014 (% of Internet users in each group)

	2008	2009	2010	2011	2012	2013	2014
0-11	9.0%	11.8%	14.0%	15.3%	16.1%	16.3%	17.3%
12-17	73.0%	74.9%	78.2%	81.2%	83.8%	84.8%	85.7%
18-24	80.1%	83.2%	86.7%	88.0%	89.2%	90.7%	91.4%
25-34	57.9%	70.4%	76.7%	81.6%	83.0%	83.8%	84.6%
35-44	35.0%	49.7%	60.3%	65.9%	69.7%	72.1%	73.8%
45-54	28.1%	42.5%	51.3%	56.2%	59.6%	62.1%	64.6%
55-64	14.9%	34.3%	42.3%	49.1%	53.1%	54.9%	56.8%
65+	4.7%	14.1%	20.4%	25.9%	31.9%	35.0%	37.9%

Note: use at least monthly via any device

Source: eMarketer, April 2010

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www.eMarketer.com

Is Social Media relevant in Malaysia ?

Top 10 Countries, Ranked by Gain in Facebook Users, December 2009 & January 2010

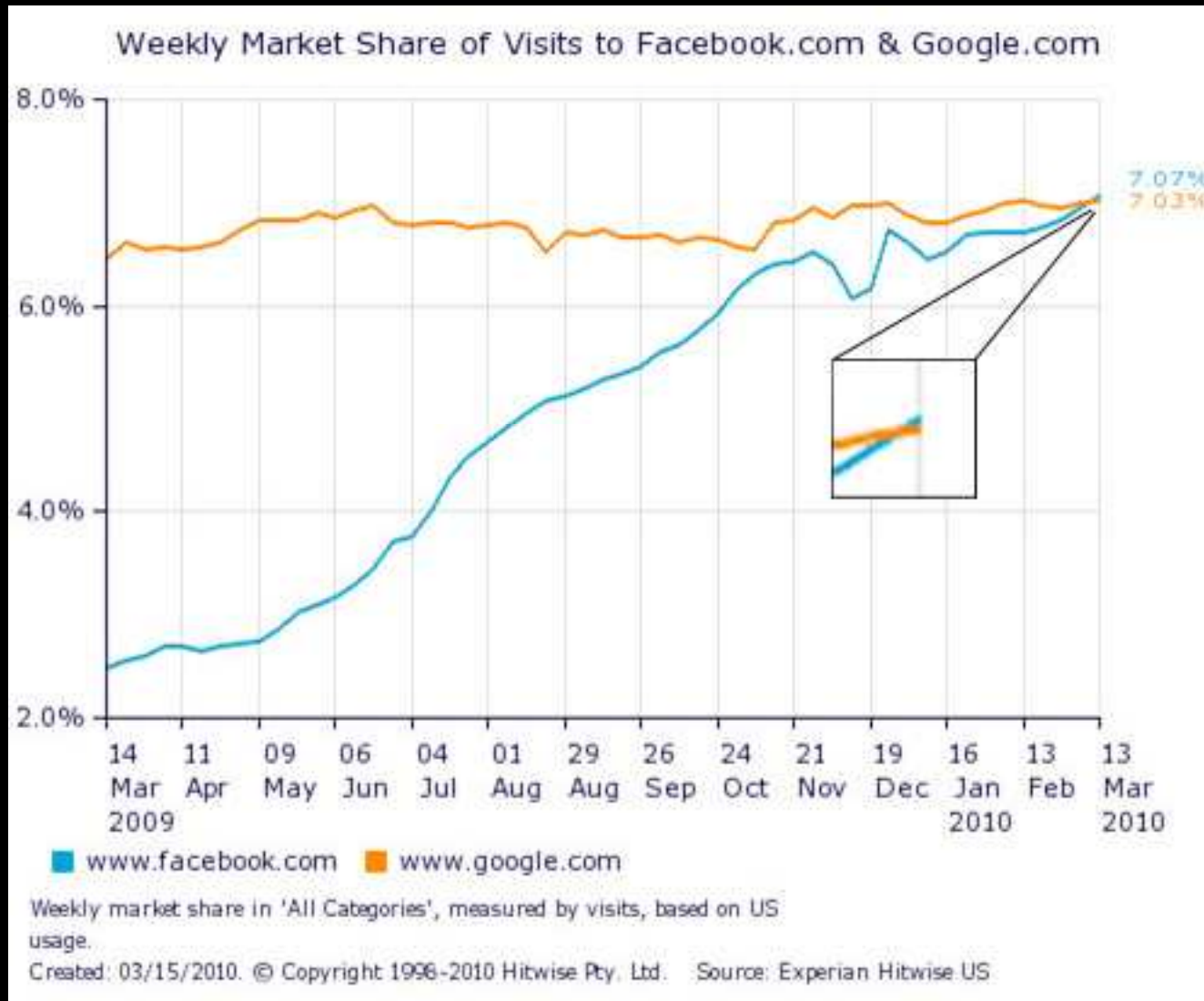
	December 1, 2009	January 1, 2010	% change	Change	% penetration*
1. US	98,105,020	102,681,240	5%	4,576,220	33.6%
2. Indonesia	13,870,120	15,301,280	10%	1,431,160	6.7%
3. Philippines	8,025,420	8,806,300	10%	780,880	9.7%
4. Turkey	16,327,880	16,961,140	4%	633,260	24.0%
5. Italy	12,993,120	13,500,300	4%	507,180	22.6%
6. India	5,174,200	5,658,080	9%	483,880	0.5%
7. Mexico	6,211,620	6,671,560	7%	459,940	6.3%
8. Spain	7,401,620	7,827,180	6%	425,560	17.0%
9. Malaysia	3,837,920	4,236,960	10%	399,040	15.3%
10. Argentina	7,187,360	7,526,920	5%	339,560	18.9%

*Note: monthly active users; *% of country population*
Source: Inside Facebook, "Global Market Monitor Report," January 5, 2010

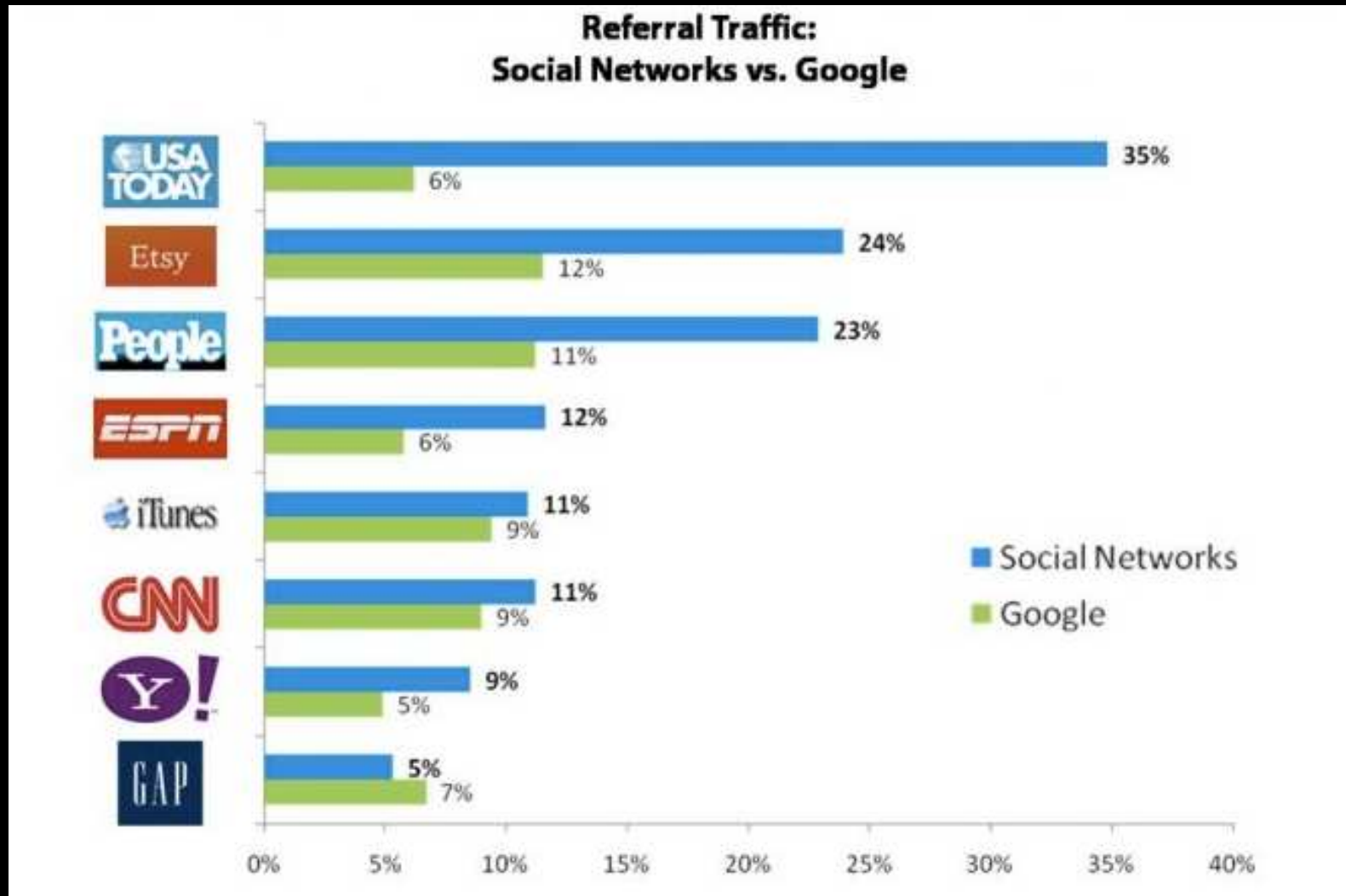
110287 www.eMarketer.com

 **Yes!**

Social Media traffic ramp-up



Referral Traffic changes



Source: Malaysia Social Media Marketing (Facebook Group)

Business Benefits of Social Media



Source: 2010 Social Media Marketing Industry Report

Corporate Spending is shifting

Updated: December 17, 2009, 9:35 PM ET



Pepsi turns ad focus online

Associated Press



MILWAUKEE -- Pepsi's Super Bowl streak is over after a 23-year run.

Pepsi Skips Super Bowl TV Advertising for Social Media - TIME ☆

Feb 3, 2010 ... Pepsi won't run a **Super Bowl** ad, choosing instead to focus on a social-media campaign. Can a brand now afford to skip the big game?

- Instead of pouring millions of dollars into a Super Bowl commercial, Pepsi has started a social-media campaign to promote its "Pepsi Refresh" initiative.
- Pepsi plans to give away **\$20 million** in grant money to fund projects in six categories

"The plan is to have much more 2-way dialog with our customers"
- Lauren Hobart, CMO, Pepsi

Pepsirefreshproject.com

[Current Leaders](#)[Funded Ideas](#)[How It Works](#)[Refresh Blog](#)

Voting closes the last day of the month at midnight, and the application form will close at 8pm and re-open at midnight for submissions.

LAST CHANCE TO VOTE

ALL
CATEGORIES



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

VOTE FOR

Shuffled Ideas

\$5,000

\$25,000

\$50,000

\$250,000

CURRENT GRANT CYCLE

Days left to vote **1**

Ideas in the running **1134**

Finalists announced **Jul 1st**

Funding available **\$1,300,000**

105



RANKED #105 for \$5K - Education

Provide G.E.D preparation classes for Fayetteville, NC.

Pauline Davis Learning Center

Vote for this idea

124

RANKED #124 for \$5K - Neighborhoods

Provide toys to Orphanages in Detroit

Welcome!

[Sign In](#) | [Join Refresh Everything](#)

10

Voting is open!
Pick your favorites now.

ABOUT THE PROJECT



Start Your Application

Social Media Customer Engagements Benchmark

Social Media Customer Engagement Benchmarking:

- Source: www.engagementdb.com
- Benchmarked World's 100 most valuable brands based on BusinessWorld listing
- Calculated "*Customer Engagement Score*" based on Breadth and Depth of Customer Engagement in Social Media
- Breadth of Customer Engagement based on Number of Social Media Channels Supported
- Depth of Customer Engagement based on how deeply engaged the company was with its customers on those social media channels
- Ranked Companies by *Customer Engagement Score*
- *Benchmarking was done in mid-2009*

Rank	Company	Industry	Channel	Score
1	Starbucks	Leisure	11	127
2	Dell	Technology	11	123
3	eBay	Retail	9	115
4	Google	Media	11	105
5	Microsoft	Technology	10	103
6	Thomson Reuters	Media	8	101
7	Nike	Consumer products	9	100
8	Amazon	Retail	9	88
9	SAP	Technology	10	86
10	Intel	Technology	10	85
10	Yahoo	Media	9	85
12	BlackBerry	Technology	9	85
13	Accenture	Business services	8	76
14	Oracle	Technology	10	73
15	Cisco	Technology	11	72
16	Pepsi	Food & Beverage	7	71
17	MTV	Media	10	66
18	Sony	Consumer electronics	9	63
19	Disney	Media	7	58
20	Adidas	Consumer products	7	56
21	Toyota	Auto	7	54
22	Ferrari	Auto	9	53
23	H&M	Retail	5	53
24	HP	Technology	8	50

Source: www.engagementdb.com

Social Media Customer Engagements Benchmark

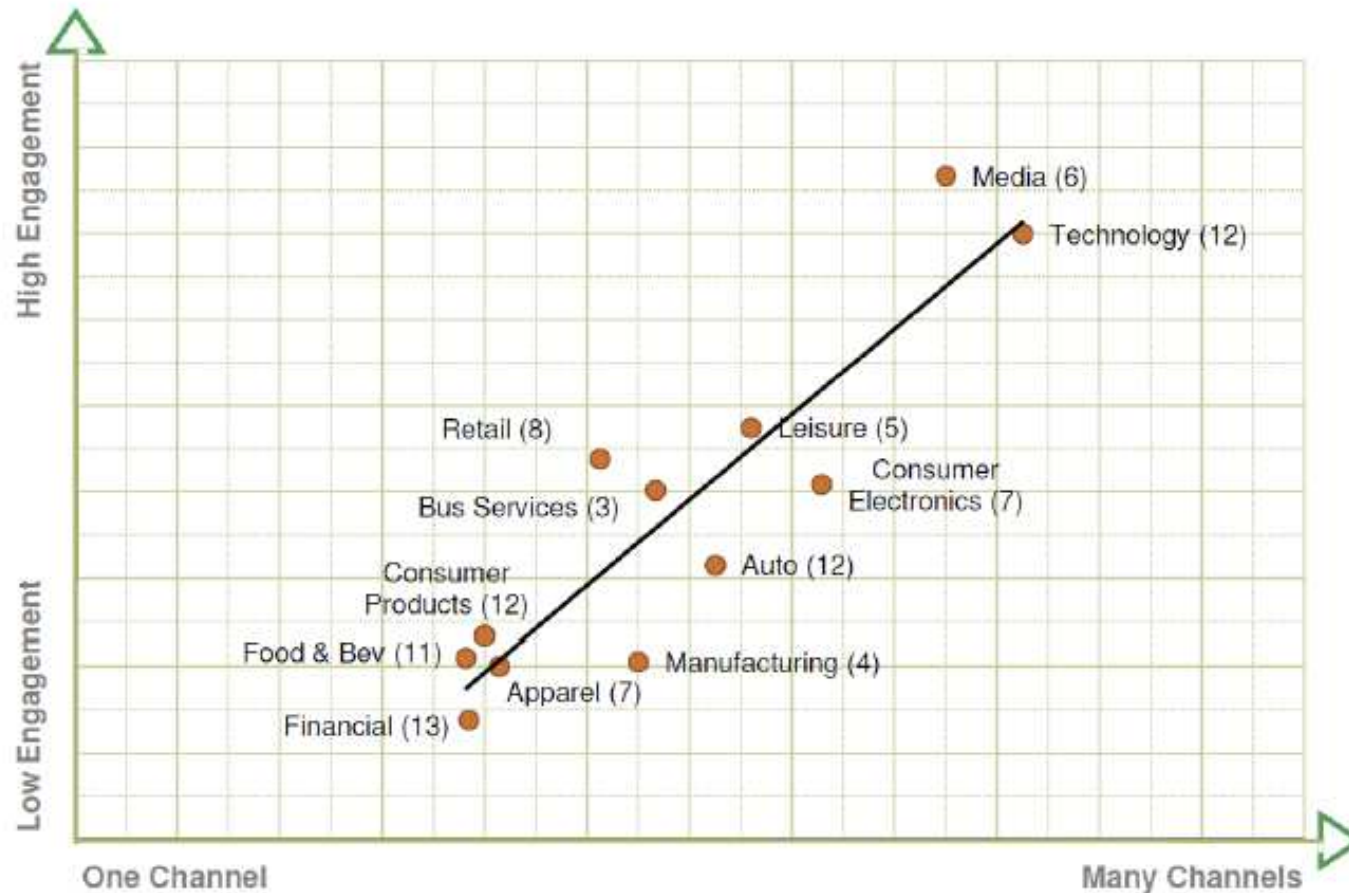
Social Media Channels

1. Blogs
2. Branded Social Community
3. Content distribution to other sites (e.g. Facebook Connect)
4. Customer Community to Create Innovation
5. Discussion Forums
6. External Social media presence (e.g. Facebook, MySpace, etc.)
7. Photo Sharing (Flickr, Photobucket, etc.)
8. Ratings and reviews
9. Twitter
10. Wikis
11. YouTube

Source: www.engagementdb.com

Social Media Customer Engagements Benchmark

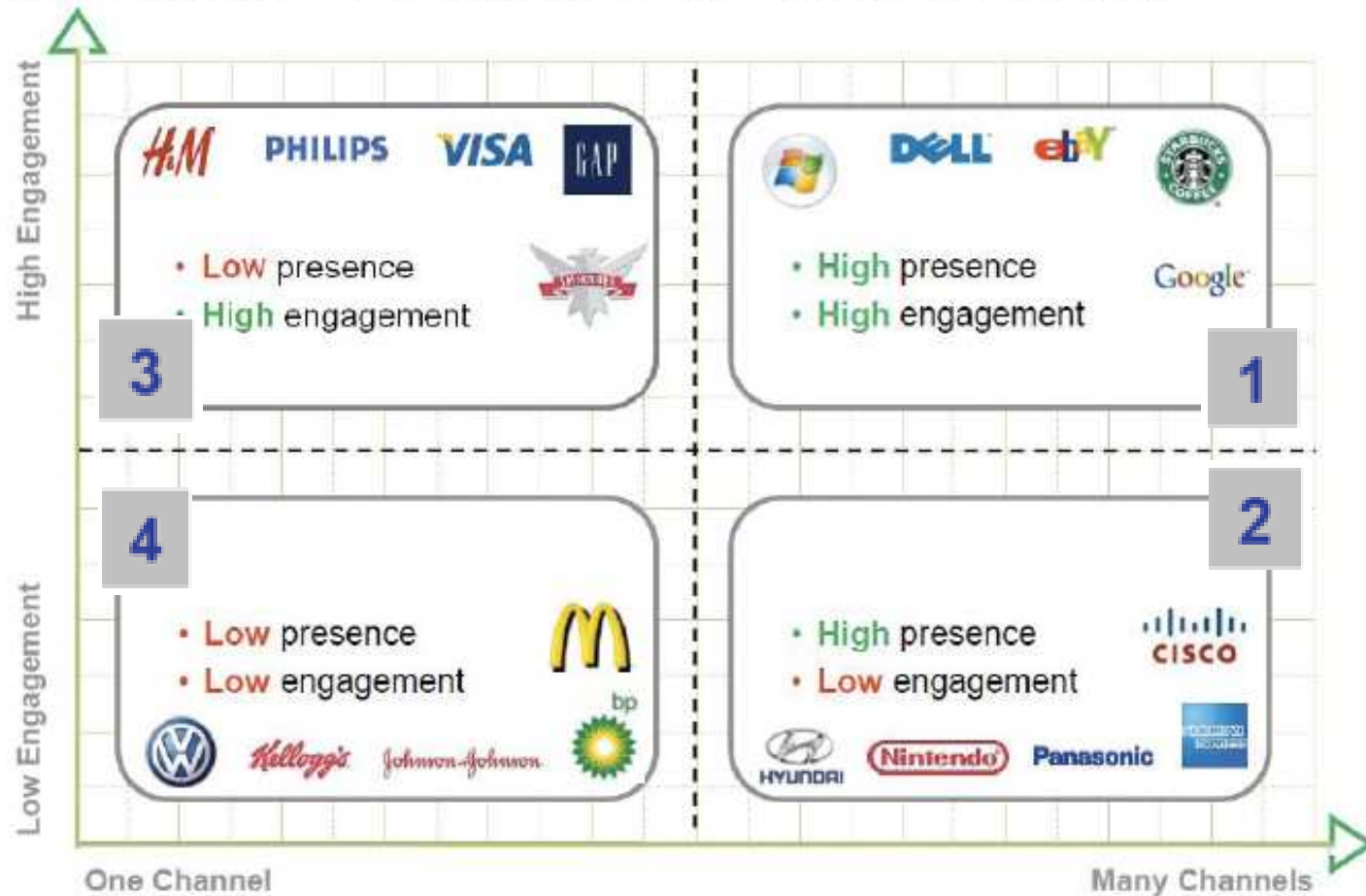
Social Media Customer Engagement – Industry Comparison



Source: www.engagementdb.com

Social Media Customer Engagements Benchmark

Social Media Customer Engagement – Industry Examples



Source: www.engagementdb.com

Social Media Customer Engagements Benchmark

Social Media Customer Engagement Correlation With Company Financial Performance



Presence definition:

- **High** presence = Engaged in 7 or more channels
- **Low** presence = Engaged in 6 or fewer channels

Engagement definition:

- **High** engagement = Above average engagement score
- **Low** engagement = Below average engagement score

Source: www.engagementdb.com

Cisco's Social Media Vision for Customer Care

- Social Media disruption will support a substantial new wave of innovation in Customer Care
- Companies can & will need to tap on to the Social Media networks to market, sell and service their customers.
- Cisco Contact Center solutions will be powered with native integration to Social Media networks

Customer Collaboration

Customer Care
Reactionary
Today



Customer Care
Proactive & Personalized
Tomorrow



Cloud Community

Customer Collaboration Platform



Customer Collaboration Platform

Social Customer Care and Brand Management

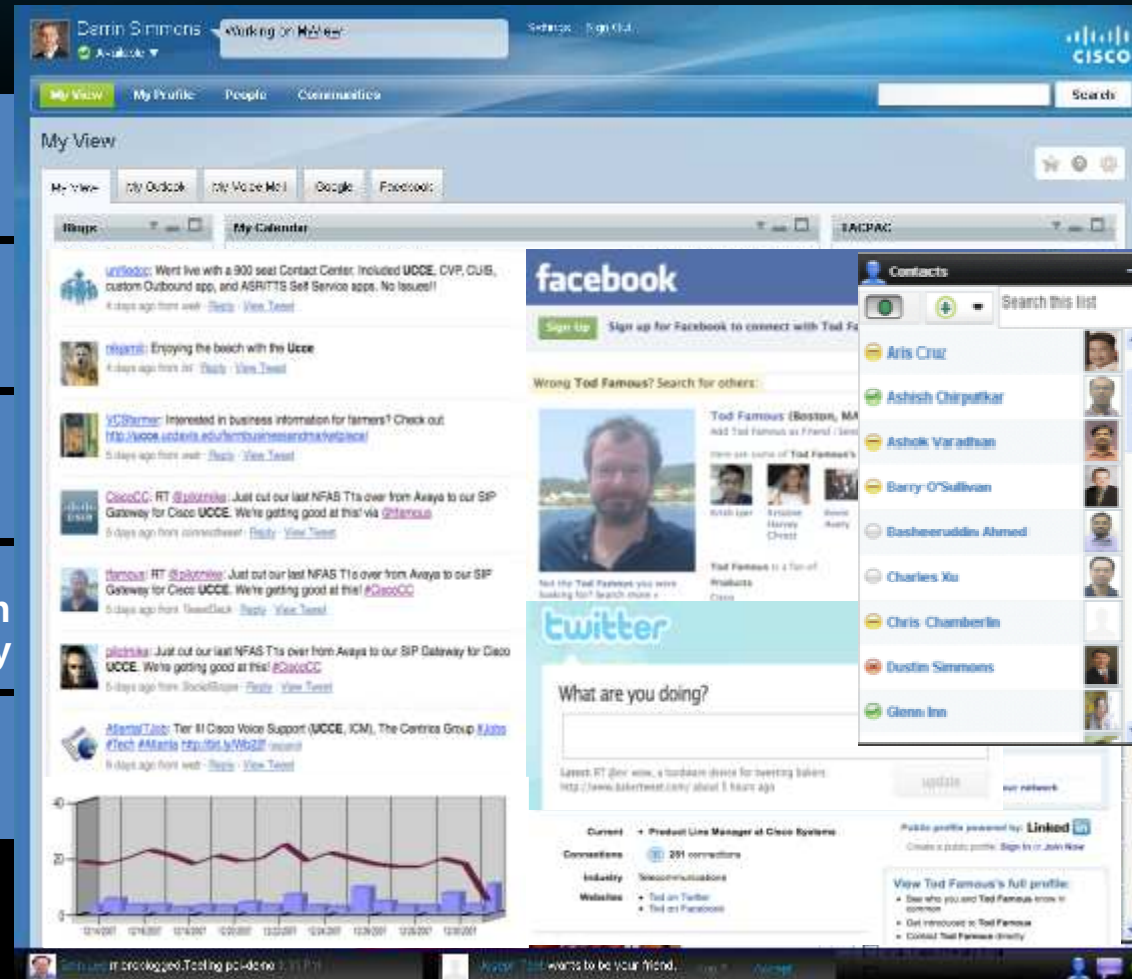
Brand Manager
dashboard

Prioritized
Brand Mentions

Social Customer
Profile Mashup

Conversation
History

Brand
Metrics



Customer Care
dashboard

Expert Routing

Unified
Communications

Social Media
Communication
Interfaces

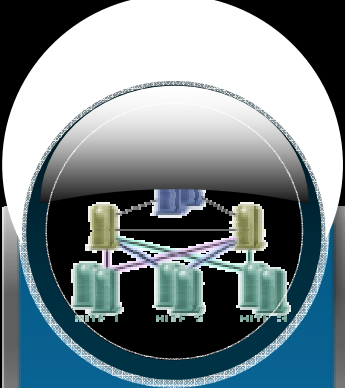
Performance
Metrics

Concept Video



Customer Collaboration Platform Roadmap

Phase I



Virtual Contact Center

- Network Routing
- Enterprise CTI
- Enterprise Reporting

Phase II



Unified Contact Center

- Multi-channel and Cross-Channel Customer Care
- CRM Desktop Integration
- Voice Portal
- Knowledge worker, informal contact center

Phase III



Proactive Care

- Customer Care via Social Media Platforms
- Social Media Campaign Management
- Integrate Customer Care Workspace

Phase IV



Marketing and Care Convergence

- Brand Monitoring
- Social CRM Metrics
- Social Customer Profiling

Phase V



Community Care

- Integration of Customer, Partner, and Corporate Communities
- Crowd-sourcing
- Event Monitoring

Summary

- **The Social Media wave is upon us**
- **Its easy to dismiss the traffic on Social Media at noise, but smart companies will recognize this as a stream of free Consumer data to be mined in near real-time**
- **Cisco Social Media tools will allow customers to uncover business opportunities**
- **Cisco is committed to developing Customer Care products that incorporate Social Media in a big way to drive your success**
- **Join the conversation...**



Cisco Collaboration Community and User Group

Find answers to business and product questions

Access user-contributed tools and real world advice

Get direct access to collaboration experts worldwide

Share unfiltered opinions and perspectives

www.cisco.com/go/joinconversation



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