

## **Social Media and Customer Care**

Tod Famous

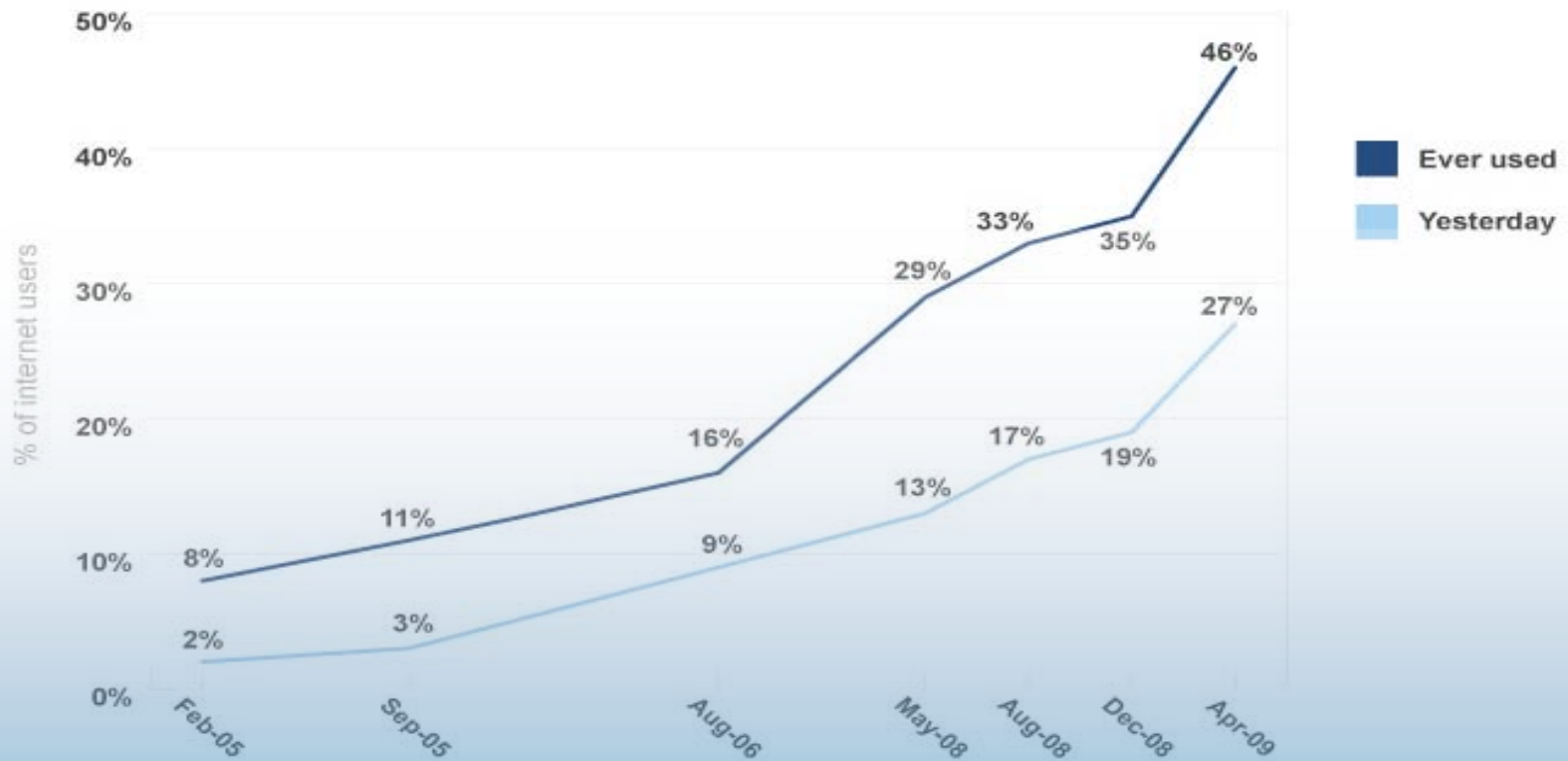
Product Line Manager

Customer Collaboration Business Unit

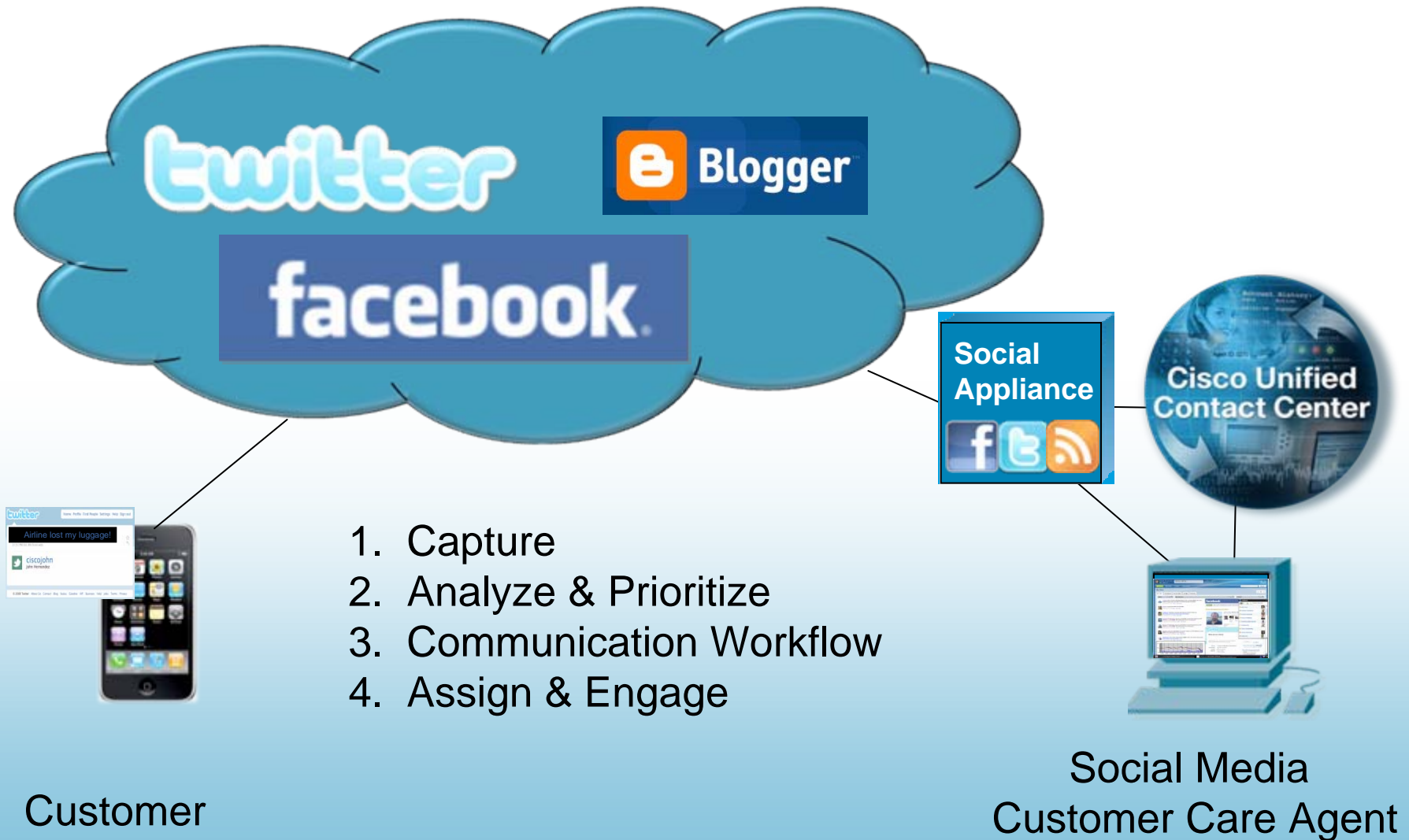
# 2009: The year of the status update

## Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.



# Social Media Customer Care



# Social Media Customer Care Maturity Model

## Level 1

### Listening (or ignoring)

- Occasional reporting
- Reactive/surprised by social media

## Level 2

### Social Media Broadcasting

- Facebook page and Twitter presence
- Broadcast standard marketing via social media

## Level 3

### Social Media Marketing

- Social Media strategy
- Engagement marketing
- Brand dashboarding
- Minimal customer care involvement

## Level 4

### Social Media Customer Care

- Scalable engagement process
- Teams work queues
- Managed process
- Team activity reports

## Level 5

### Proactive Engagement

- Proactive Customer Care
- Proactive Sales
- Social Media Business Intelligence

# Demonstration

“I broke my phone!”



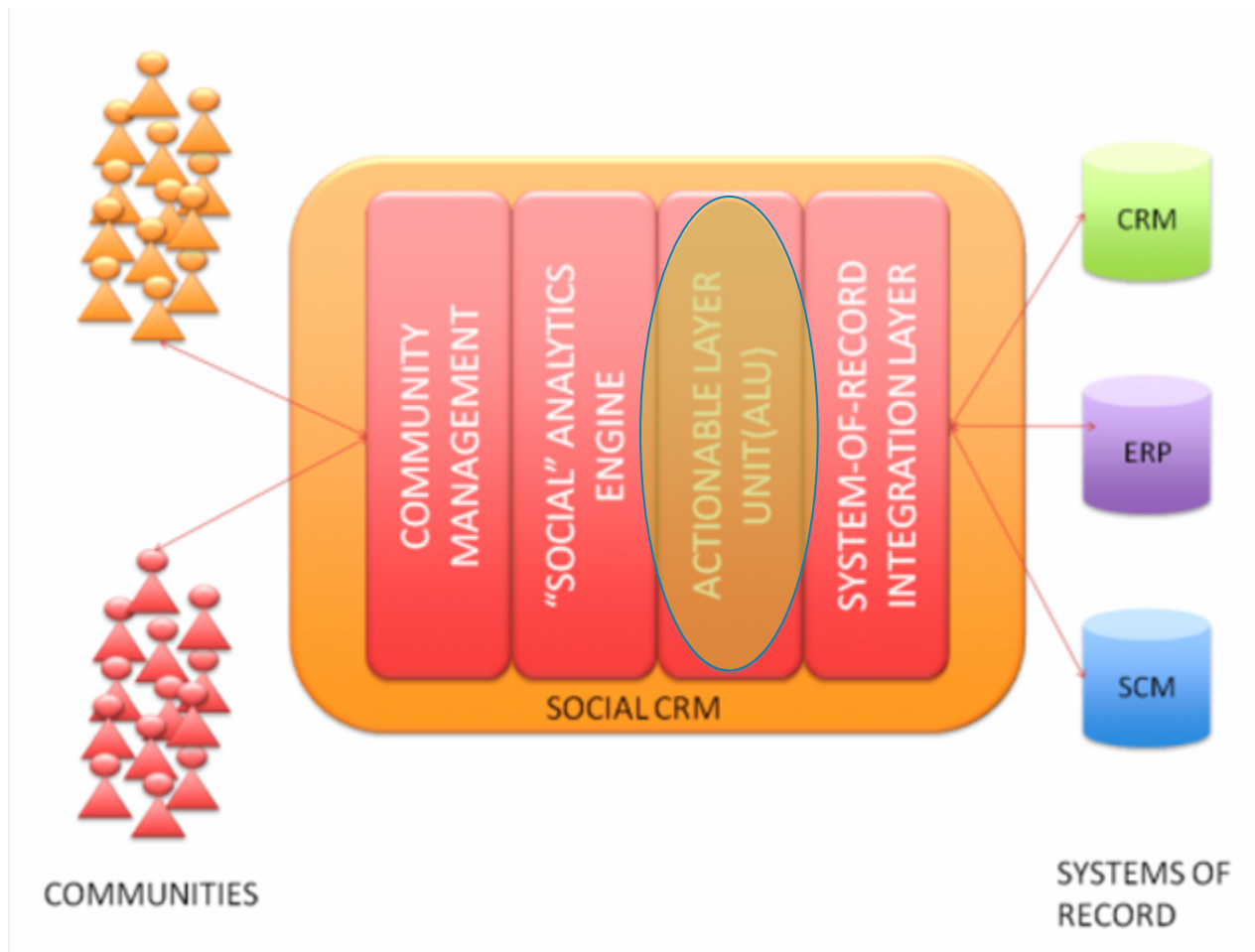
# What is Social Customer Relationship Management (CRM)?

“CRM is a philosophy & a business strategy, supported by a technology platform, business rules, workflow, processes & social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted & transparent business environment. It's the company's response to the customer's ownership of the conversation.”

Paul Greenburg – July 2009



# Social CRM

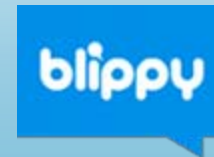


# Location Based Services



- Always-on: Google Latitude, Twitter
- Check-in startups: foursquare, Gowalla
- Location enabled reviews (yelp)
- Facebook is coming...

Future: Activity Streams



# Demonstration

## “Coffee Shop”



# The Cisco Product Strategy

- Social Media disruption will support a substantial new wave of innovation in customer care
- Social Media customer care will bring new requirements to the platform
  - New customer care workflows
  - New types of users
  - Scalability
  - Productivity
- Social Media Customer Care will be part of the platform
  - Applicable to all our market segments
- First to scale



Demonstration

Social Media  
Customer Care



CiscoLive  
Cisco Consumer Products  
Customer Collaboration Analyst Day

# Cisco Quad

## A Comprehensive Collaboration Platform

Personal Dashboard

Social Tagging

Click to: Call, IM, Meet

People, Communities, Information, Search

Content Management

Policy and Security



Directory Profile

Blogs, Wikis, Forums

Community Team Space

Video

UC-Enabled Browser

Micro-Blogging

Open Social Gadget Container

# Cisco ECP Foundation

## A lightweight gadget container

Personal Dashboard

Social Tagging

Open-Social Compliant Gadget

Container

People, Communities,

Information Search

customer collaboration portfolio (Web 2.0

Desktop, Social Media Care, Media Capture

Platform) Content

Management

Co-Resident on Agent Web Services OS

No administration or configuration

Included with component installation

Policy and Security



Directory Profile

Blogs, Wikis, Forums

Community Team Space

Video

UC-Enabled Browser

Micro-Blogging

Open Social Gadget Container

