

Social come canale di business?

Un'esperienza "Fashion"

ABI Dimensione Social & Web

Milano, 10 Novembre 2015



Conosciamo i nostri clienti?

81%



Delle aziende dicono
che hanno o sono
vicini ad avere una
vista olistica dei loro
clienti

37%



Dei clienti dicono
che le loro aziende
preferite capiscono
i loro bisogni

Source: *The Consumer Conversation – eConsultancy Report, Vanson Broune*

IBM

- **Lo studio Social IBM in ambito Fashion**
- La banca cognitiva



IBM
Interactive
Experience

**Data are fashionable
2015**

IBM

Are Italian Fashion Brands

Customer Activated Enterprises?



With the aid of **10 fashion brands** knowledge, IBM experts **analysts and consultant** skills use the **voice of the customer** as key metric to evaluate them and extract **actionable insights** to improve their **strategies**



Social Media Maturity Assessment

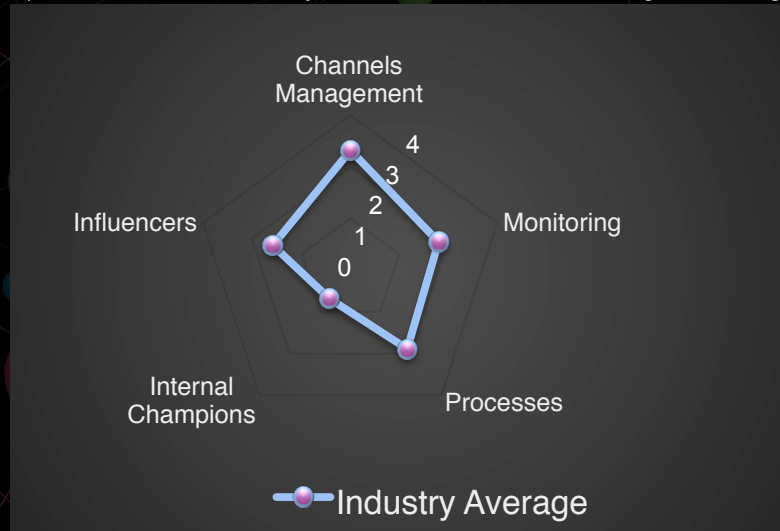


Today Italian fashion brands record an high maturity level in **channel management and processes**.

This convenient situation offers to brands the opportunity to have solid grounds to start the digital transformation. This transformation confirms the will to increase social investments: in fact Italian fashion brands declared to increase up to **20% of digital marketing budget** in 2-3 years, respect the current average of 5%. Fashion brands structure social activities to promote their brands and products. Their future goals show a growing interest in using social media to augment effectiveness in purchase or after sales relationship with customer.

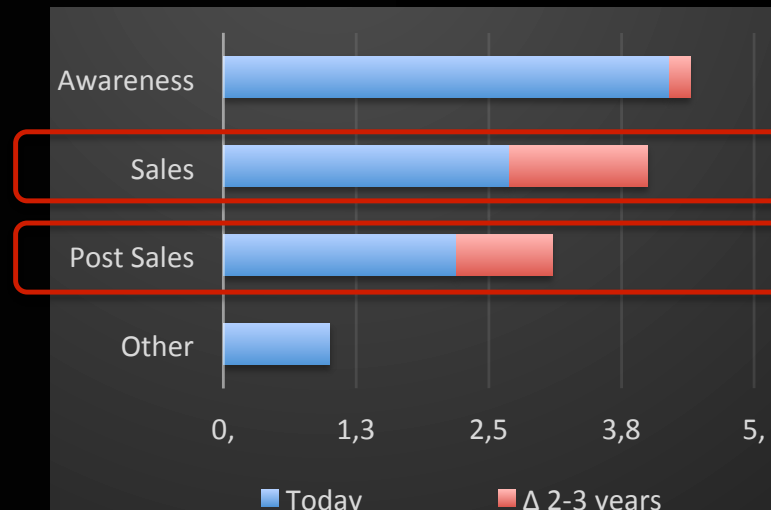
Social Media maturity assessment

(values are related to survey results and elaborated with weighted scoring)



Social Media Strategy goals

(values are related to survey results and elaborated with weighted scoring)



Social Media Vision



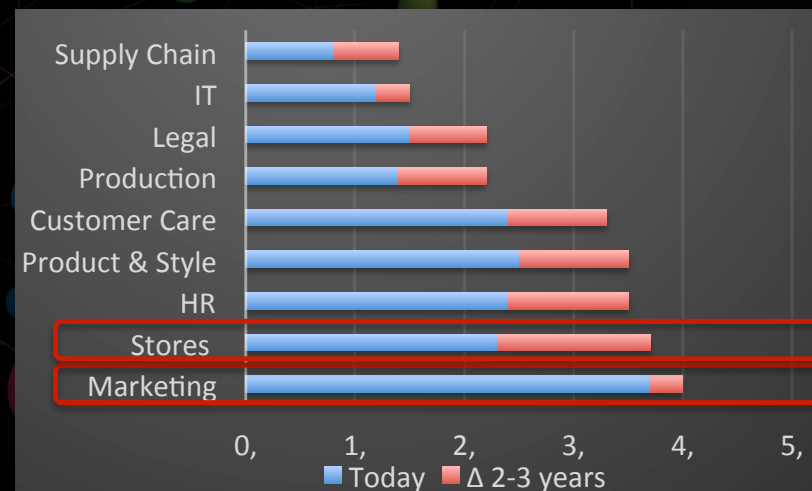
Brands' future goals are reflected to the internal functions that will obtain more benefits from social in the next years.

In particular Stores and Marketing will be clearly functions more involved in the digital transformation.

Along the social Media path their bigger growths are related to the importance of e-commerce, focusing on buy and drive to store moment, and to move closer to their advocates.

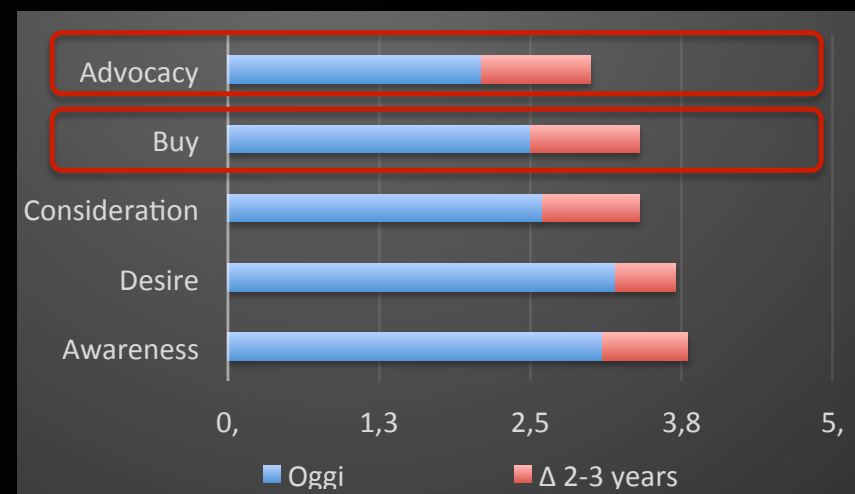
Social Media functions

(values are related to survey results and elaborated with weighted scoring)



Social Media path

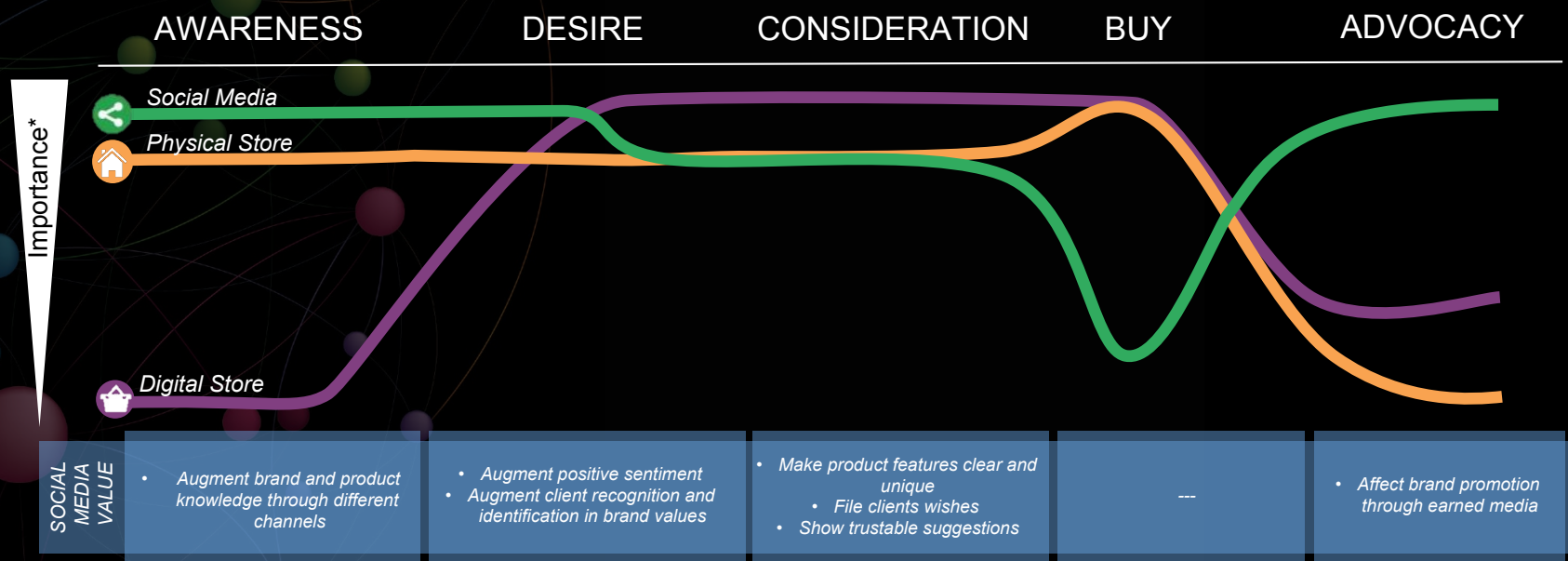
(values are related to survey results and elaborated with weighted scoring)



Social media relationship with the store experience



The IBMiX team develops the following social media path to show which are moments of truth or pain points during the whole customer store experience: social media are one of the channels to leverage on, to enhance brand & product awareness, customer advocacy and at the same time, in connection with physical store, augment the customer consideration to buy.



- | SOCIAL MEDIA VALUE | AWARENESS | DESIRE | CONSIDERATION | BUY | ADVOCACY |
|--------------------|--|---|---|-----|---|
| | <ul style="list-style-type: none"> Augment brand and product knowledge through different channels | <ul style="list-style-type: none"> Augment positive sentiment Augment client recognition and identification in brand values | <ul style="list-style-type: none"> Make product features clear and unique <ul style="list-style-type: none"> File clients wishes Show trustable suggestions | --- | <ul style="list-style-type: none"> Affect brand promotion through earned media |

*In terms of frequency and effectiveness

IBM Analysis Model



During the research we have collected 668.851 unstructured documents through digital channels and shaped them into a model based on the our structured path to highlight business insights to accelerate the transformation.

AWARENESS

DESIRE

CONSIDERATION

ADVOCACY

Share of Voice
Topic Distribution
Topic Sentiment

Brand Perception
Value Distribution

Engagement
Tot. Fan base

Sentiment
ONPS

**Brands Name: Prada, Gucci, Dolce&Gabbana, Armani, Diesel, Bulgari, Versace, Fendi, Etro, Valentino, Ferragamo, Cavalli, Tod's, LiuJo, MaxMara, Zegna, Bottega Veneta, Yamamay, Moncler, Cucinelli*



The social selling ceremony



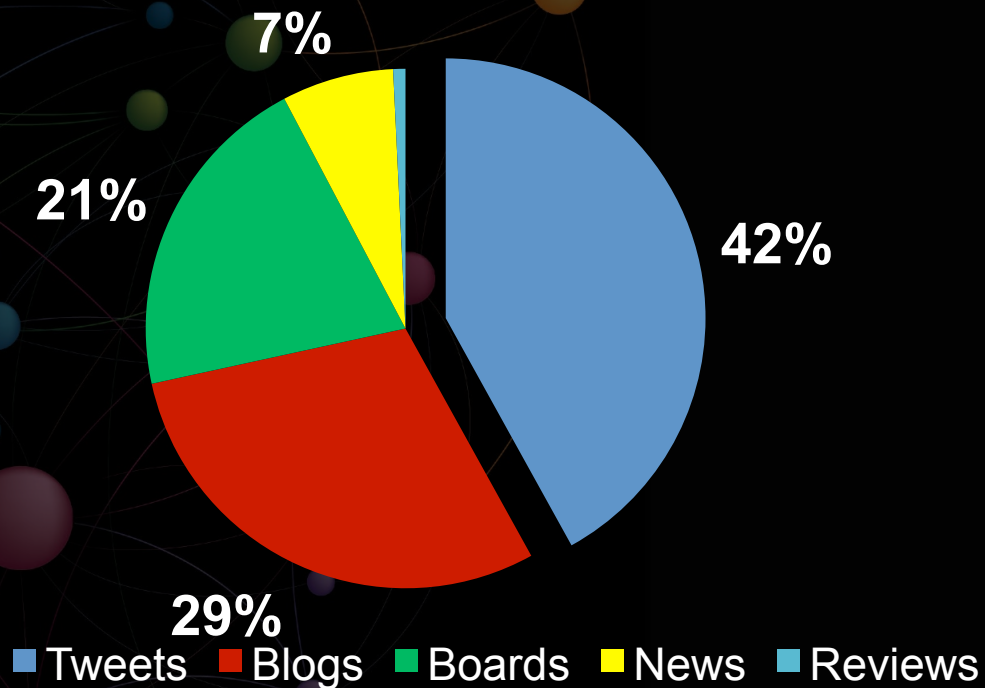
#1 Nourish their dreams and make them real

#2 Reach your off-beaten path

#3 Being positive is not good enough

Awareness Share of Voice

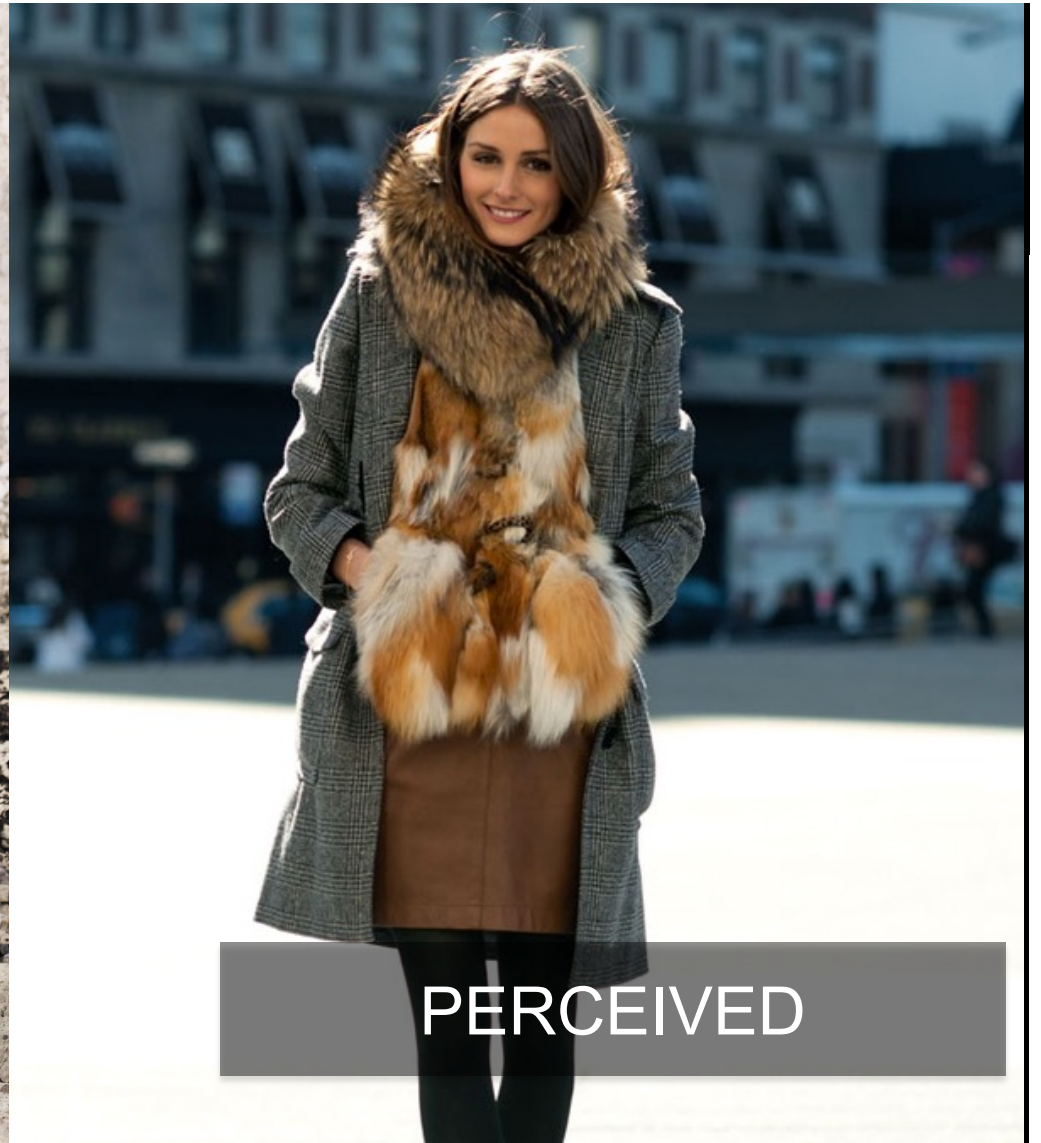
The **share of voice** estimates the number of conversations of users. It's a quantitative measure of the volume of conversations around the divided per digital sources.



Twitter is the most important channel for Italian fashion brands, driving the conversation.



COMMUNICATED



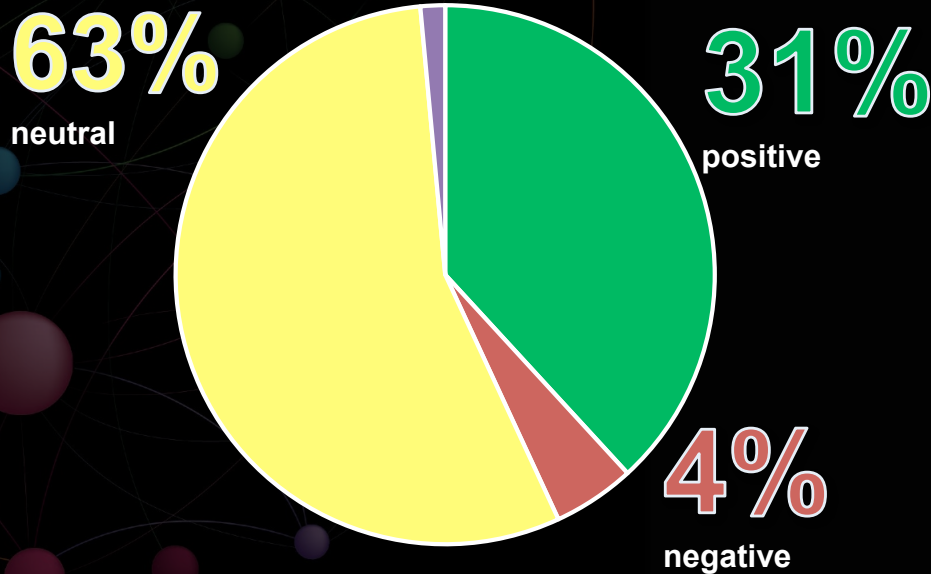
PERCEIVED

Advocacy

Sentiment & ONPS

The **sentiment** highlights the emotion behind users comments related to the brand and measures the tone of the conversation as positive, negative, neutral or ambivalent.

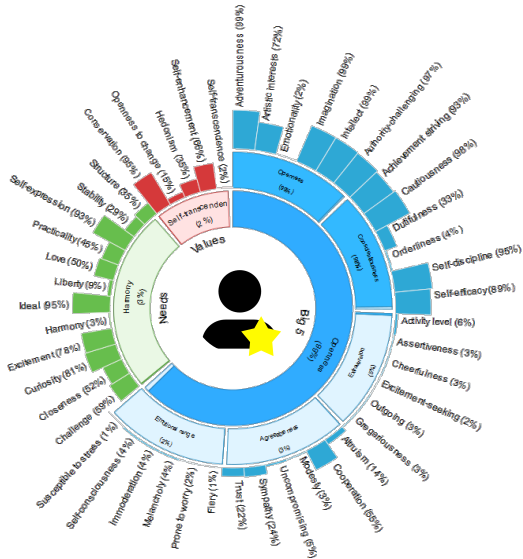
The **ONPS** (*Online Net Promoter Score*) identifies highly positive (promoters) and highly negative (detractors) user comments and builds a score to measure if the brand will recommended by users



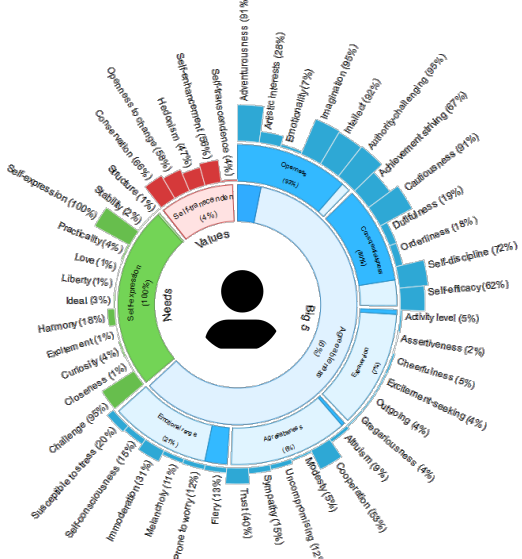
$$\frac{(\text{Promoters} - \text{Detractors})}{\text{Total User Comments}} = 2.2\%$$

Advocacy

Psychographic Analysis



- Who is the Brand on Twitter?**
- Brand is recognized as clear and transparent.
 - The communication misses emotion and feelings, seeming too institutional and distant from users.
 - Brand is ambassador of the expression's freedom and enjoys the diversity, but is perceived as conservator.



- Who is its followers on Twitter?**
- Fans communicate the willing to be different, to know more about the others but keeping the coherence.
 - Followers are very emotional, communicating their feelings.
 - They are hedonistic people and ambassador of the Fashion market.

The Brand has to keep talking about product but in a more emotional way to engage in the conversation users.

A social media story



SKIRT CELEBRITY TV SHOW



Generate 1 million blog post in 10 min



Skirt in special edition 25% more expensive: guaranteed sell out



SOCIAL COMMAND CENTER



PRODUCT E DESIGN

- Lo studio Social IBM in ambito Fashion
- **La banca cognitiva**

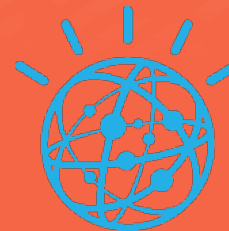
I vantaggi del “Cognitive Business”

Deeper human
engagement.

Cognitive
processes
and operations.

Elevated
expertise.

Intelligent
exploration
and discovery.



Powered
by Watson

Cognitive
products and
services.

Investment Advisor

Cliente > Michele Destino

Informazioni personali



1898 Post analizzati

Cliente da 2 mesi

Connections 523

Riassunto Personalità

Prodotti Suggestiti

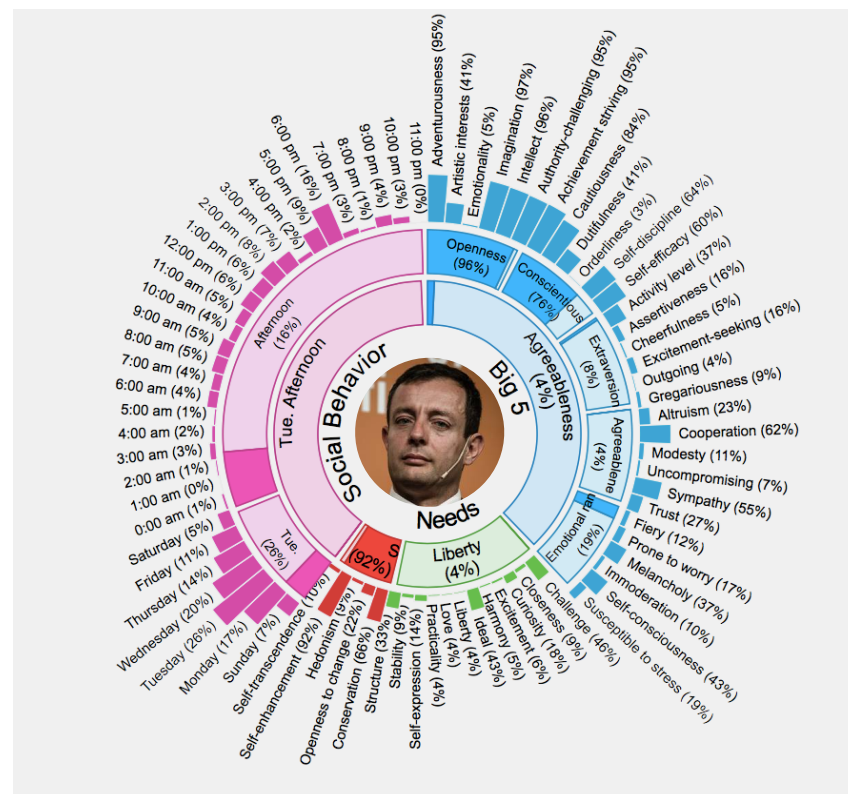
Gestore

Scaltro, diretto e tranquillo. Fantasiioso, dispone di immaginazione. Non strutturato, non passa molto tempo ad organizzare le attività della vita quotidiana.

Riservato, non lascia che gli altri entrino nel suo privato. Cerca esperienze che gli diano un senso di prestigio ed esclusività.

Considera il raggiungimento del successo come strumento per poter sviluppare i propri desideri. Cerca opportunità per migliorare se stesso e dimostrare che è una persona capace.

Personality Sunburst Chart



Investment Advisor

Cliente > Michele Destino

Informazioni personali



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Connections 523

Riassunto Personalità

Prodotti Sugeriti

Gestore

Le raccomandazioni sui fondi si basano sul profilo di rischio e sui tratti distintivi della personalità. Gli studi hanno indicato che la preferenza di rischio di un individuo è correlata ad alcuni attributi di personalità come cautela e stabilità.

Ad ogni fondo è associato un profilo di rischio e i tratti di personalità più adatti.

Raccomandazioni sul prodotto

La miglior scelta:
Select Utilities Portfolio

Messaggio raccomandato

Poiché appare come persona cauta, suggerisco un fondo obbligazionario mercato Utilities

ID	NAME	↑ YEAR TO DATE	MANAGER TENURE	↑ SHORT TERM (1 YR)	↑ MID TERM (3 YR)	↑ LONG TERM (10 YR)	NET EXPENSE	RISK (BETA)	MORNINGSTAR RATING	ASSETS	↑ PERSONAL MATCH
0	OSUPX	19.93	8	26.8	15.5	10.9	0.82	0.31	4	925	83.75
1	OLTMIFX	0.809	4	1.51	2.13	3.04	0.48	0.33	4	3180	83.72
2	OREIFX	1.085	11	6.9	9.83	7.46	0.84	0.35	4	2660	83.69
3	OCLTBFX	0.571	8	2.13	2.53	0	0.49	0.4	3	730	83.65
4	OTAUFX	1.637	9	24.3	14.4	10.5	0.76	0.41	4	995	83.59
5	OSGPX	4.31	7	-17.2	-25.9	3.67	0.92	0.44	3	1080	83.53
6	OGBFX	4.711	8	13.5	6.94	8.1	1.02	0.63	3	601	83.45
7	OSIFX	0.26	3	5.14	5.28	7.49	0.69	0.65	4	8660	83.36
8	OBFX	2.935	6	15.5	10.8	7.92	0.58	0.67	4	18800	83.26
10	OPFX	0.301	11	15.8	10.5	7.38	0.58	0.69	4	17900	83.15
9	OSDIFX	13.612	10	13.6	12	7.68	0.77	0.69	4	2680	83.03
11	OSTPX	5.138	1	15.4	8.62	8.37	0.85	0.7	3	416	82.9
12	OSCSPX	5.983	10	14.1	14.1	11.5	0.79	0.72	3	1420	82.76



Investment Advisor

Mi piacerebbe scegliere il migliore in base ai seguenti criteri:

- massimizza* Year To Date, *massimizza* Short Term (1 Yr), *massimizza* Mid Term (3 Yr), *massimizza* Long Term (10 Yr),
- massimizza* Personality match + [Aggiungi](#)

▼ Rifinisci per:

▼ Year To Date

0,0 - 30,0



▼ Short Term (1 Yr)

10,0 - 50,0



▼ Mid Term (3 Yr)

10,0 - 40,0



▼ Long Term (10 Yr)

10,00 - 16,00

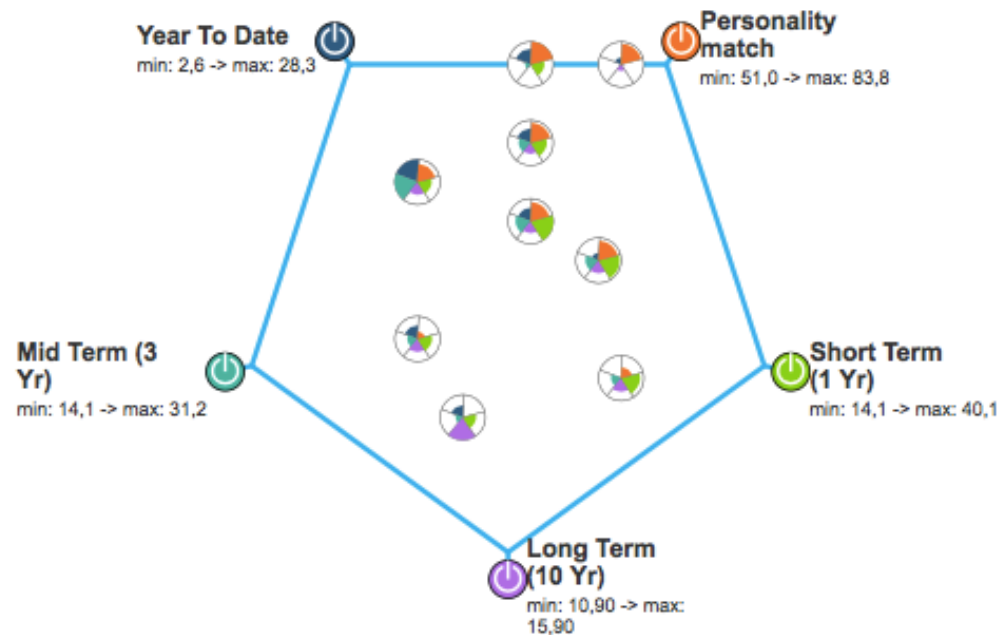


▼ Personality match

50,0 - 90,0



Mostra 9 opzioni migliori



▼ Opzioni migliori (9/110)

Le opzioni migliori sono quelle opzioni che non hanno opzioni concorrenti in tutti i criteri di decisione.

- ☆ OSUPX
- ☆ OSCSPX
- ☆ OSPPX
- ☆ OSATPX
- ☆ OSHCPX
- ☆ OSBPX
- ☆ OSTPX
- ☆ OSSACSPX
- ☆ OSCPX

► Escluse automaticamente (101/110)

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Riassunto Personalità

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Gestore

Investment advisor è in grado di raccomandare il miglior gestore focalizzandosi sulla costruzione di un rapporto a lungo termine. Utilizzando i caratteri distintivi delle personalità cercherà nel portafoglio promotori una personalità simile per gestire il cliente.

Momento migliore per contattarlo

Martedì pomeriggio

Canale di contatto raccomandato

Social media

Strategia di Ingaggio

Michele appare molto cauto, meglio quindi fornirgli maggior dettagli sui prodotti proposti, così da aiutarlo a capire i benefici attesi.

Impiega tempo a fidarsi, ma una volta acquisita la fiducia tende a essere fedele: è consigliato investire tempo per metterlo a proprio agio.

Risulterà scettico se gli si offre una previsione molto ottimistica, per cui fornire una visione equilibrata dei risultati attesi e dei rischi



Investment Advisor

Best Match for Michele Destino

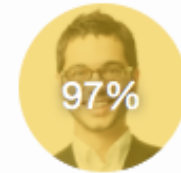


Michele Destino



Claudia Ferrara

97%



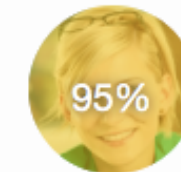
97%

Fabio Calamaro



95%

Francesca Ruffa



95%

Maria Cristina Boè





BUSINESS DECISION MAKING *Will Never Be* **THE SAME**

Our relationship with Twitter enables us to help you better understand the pulse of the planet and understand market trends to improve business decision-making.



Thanks

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in

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michele_destino