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### ACCELERATE SMART DECISION MAKING

# One to One sales in real time attraverso il social CRM

**1 Ottobre 2014 evento ABI, Milano**

**Cosimo Palmisano**
**VP of Social CRM, Decisyon Inc.**
**@cosmicpalmisano**
**@decisyon**

**30%** • of consumers would choose a financial institution based on the **recommendation** of a trusted acquaintance

**40%** • of online banks customers **under 30** based their bank selection in part on a recommendation from someone they know.

**12X** • Consumers trust other customers nearly 12 times more than the brand

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# «The future of Sales is Social Customer Service»...

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According to Gartner, by 2020, **90%** of customer service will happen through social media (2014)

# Customer Complaints Go Viral…And You Love It! (P. Greenberg 2010)

# Evolving Social CRM to Become CRM...Again (E. Kolsky 2013)

# Data Driven Social CRM

Store and analyze data collected by social apps created in different departments and help them **collaborate around data**

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# Strategic Objectives

**Social CRM**
Monitoring, Engaging, Targeting, Caring, Matching

**Collaborative BI**
Chat, Events, Alert, Group, Task, Agent, Mobile Collaboration, Signal

SN$^2$

1. **Real Time Social Caring**
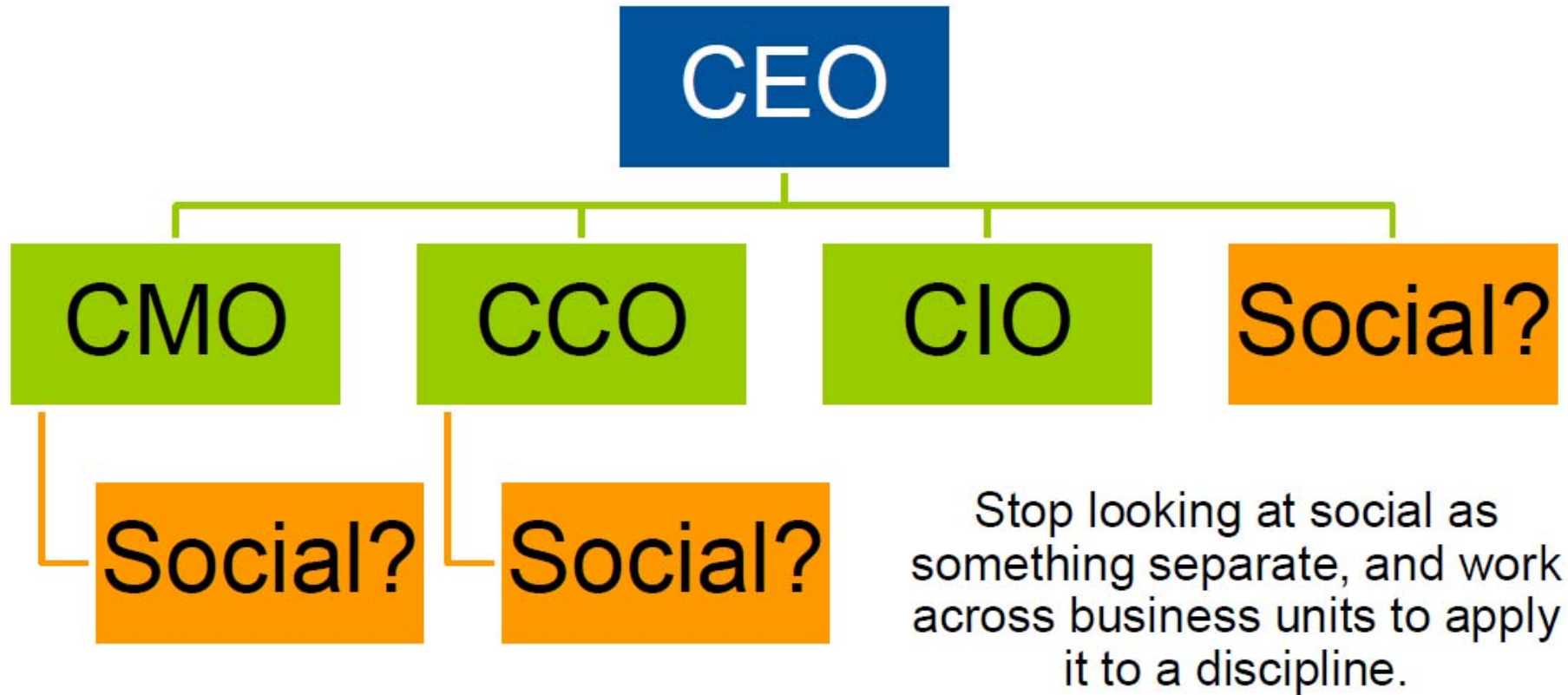   - Customer service
   - Lead management
2. **Social Intelligence**
   - Competitive intelligence
   - Campaign management
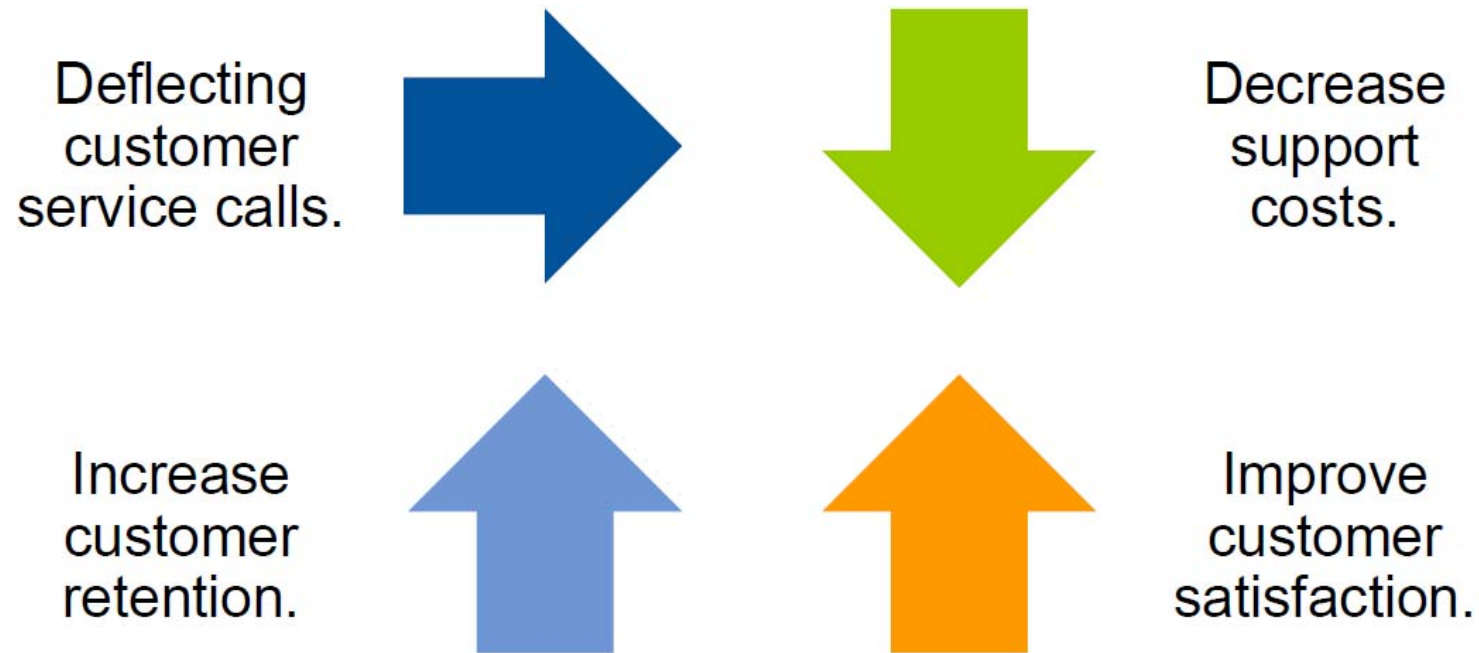   - Influencers acquisition
   - Brand Reputation
3. **Social Data Integration Inside the Firewall**
   - Social Intelligence Server
   - Social Logins

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# Who owns Social customer Service?

```
                        ┌─────────┐
                        │   CEO   │
                        └────┬────┘
        ┌────────────┬───────┴───────┬────────────┐
   ┌────┴────┐  ┌────┴────┐     ┌────┴────┐  ┌────┴─────┐
   │   CMO   │  │   CCO   │     │   CIO   │  │  Social? │
   └────┬────┘  └────┬────┘     └─────────┘  └──────────┘
        │            │
   ┌────┴────┐  ┌────┴────┐
   │ Social? │  │ Social? │
   └─────────┘  └─────────┘
```

Stop looking at social as
something separate, and work
across business units to apply
it to a discipline.

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# What are your Social Caring Objectives?

Deflecting customer service calls.

Decrease support costs.

Increase customer retention.

Improve customer satisfaction.

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# What are you getting in reality?

Actively engaging influencers.

Crafting the customer experience.

Identifying opportunities.

Building brand loyalty.

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# Social Caring ROI for FB page

| | |
|---|---|
| **Fan posts in one month** | 580 |
| **Average unique fans per thread** | 10 |
| **First contact resolution** | 159 |
| **Avg Interaction to solve** | 1.8 |
| **Avg Answer Speed** | 2h:13m:17s |
| **Avg Handle Time** | 8h:45m:3s |

| | |
|---|---|
| Potential Inbound Calls | 580*10 = 5.800 |
| Effective conversations | 580 |
| Inbound Calls Saved | 5.800-580 = 5.220 |
| Cost without Social (3$ per Call) | $3*5.800 = $17.400 |
| Cost With Social (3$ per Post) | $3*580 = $1.740 |
| **Tot Saved Monthly** | $17.400 - $1.740 = **$15.660** |

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# Who is helping you in Social Caring?

Existing Agents 45%

New Hires 5%

15% BPOs

35% Agencies

Some in these groups may have social media experience. Some may not.

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# Social Dialogue skills



Weak ← → Strong

Existing Agents

New Hires

BPOs

Agencies

How can someone acquire this skill?

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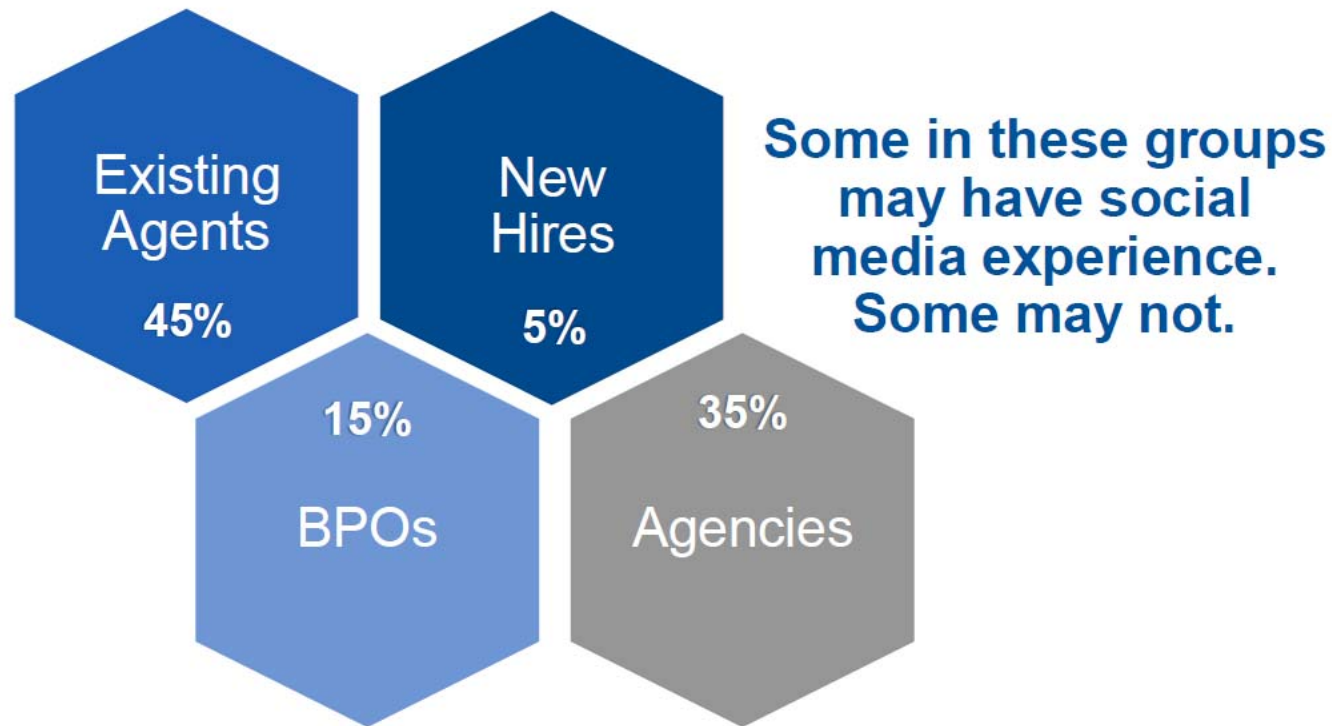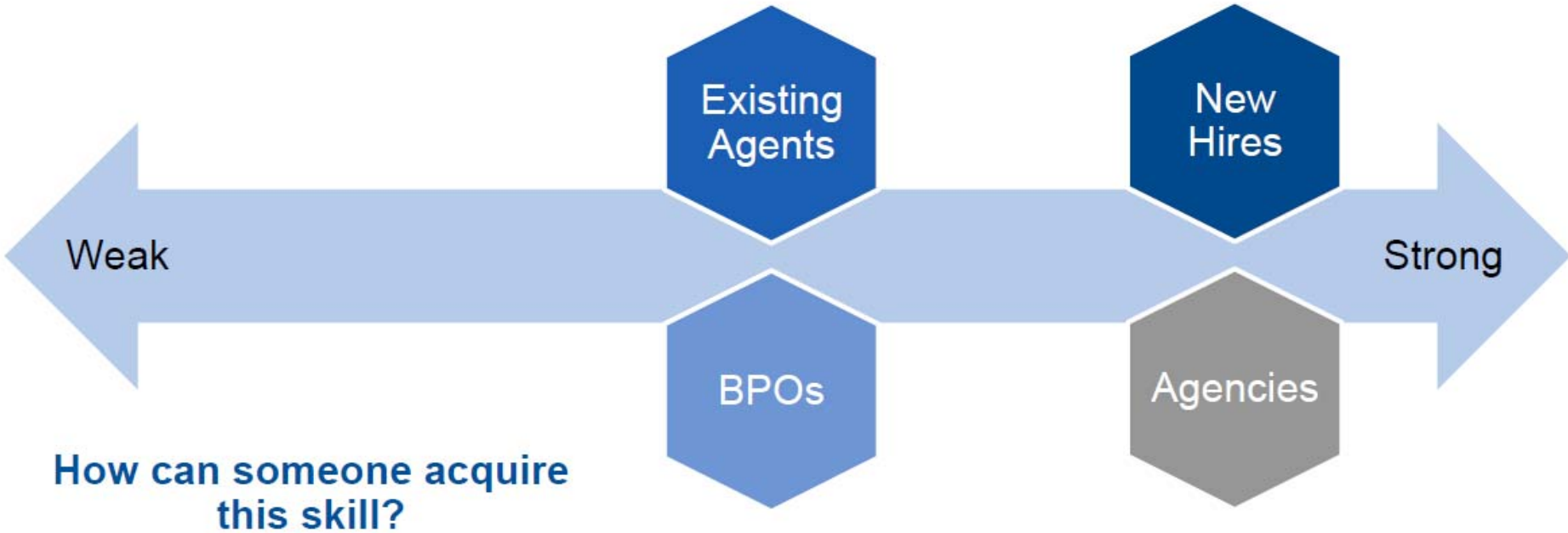
# Customer Service skills

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# Sales Persuasion



Weak → New Hires / Agencies / Existing Agents / BPOs → Strong

How can someone acquire this skill?
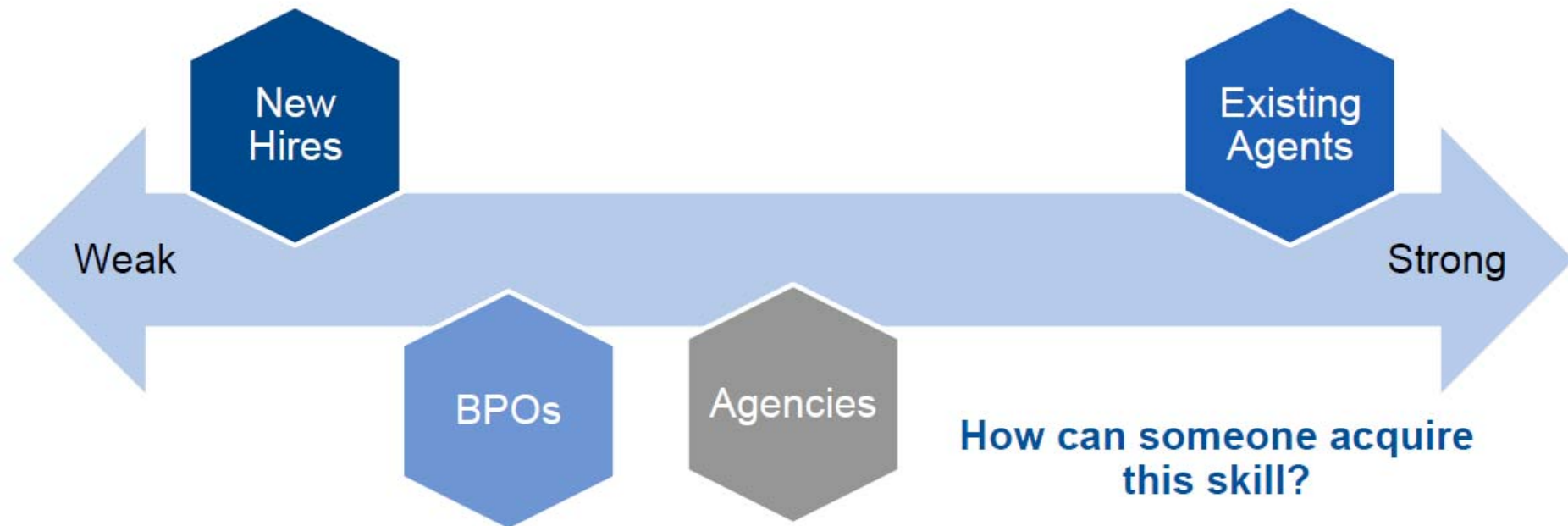
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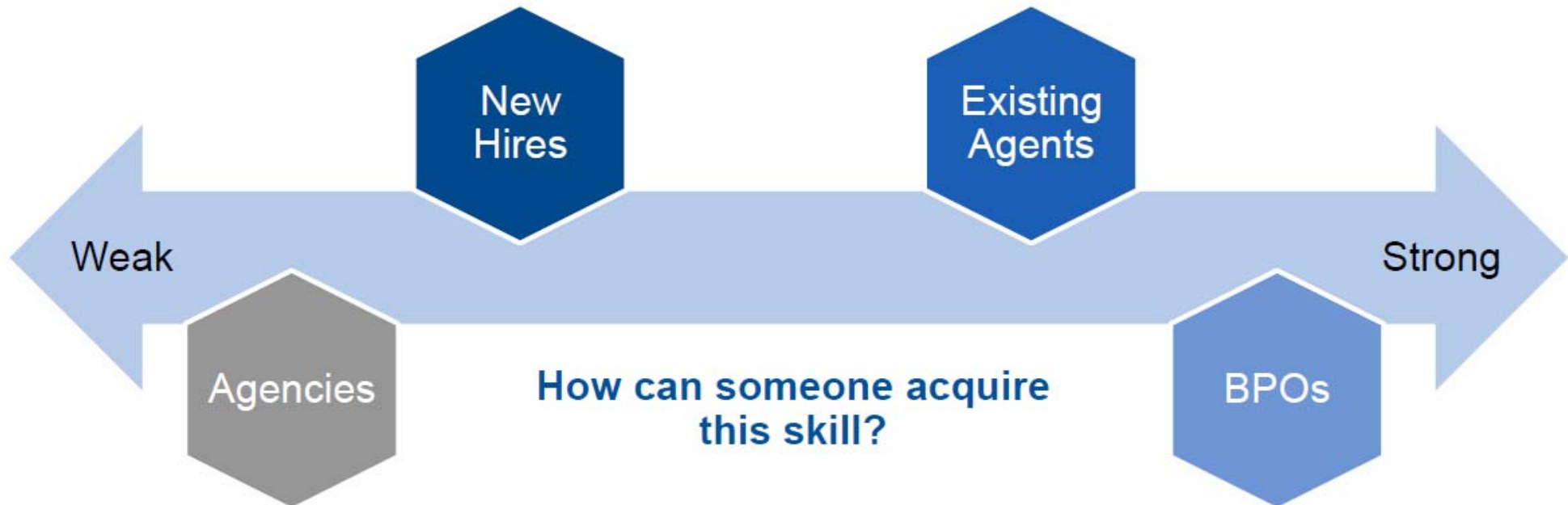
# Social Leads in US

- **Young**: The average age of a banking social media user is 33 years, whereas the average age of a non-user is 46.
- **Male**: More than half (59%) of the people using social media to interact with their banks are male.
- **Affluent**: Social media users tend to carry healthier balances in their deposit and investment accounts than non-users.
- **Revenue Generators**: Social media users generate $2,528 in revenue with their primary bank per year versus non-users who generate $1,262

## Where the Best Prospects Are

Fewer consumers use social media to research bank products, but they are much more likely to buy them than those who consulted other sources

| Source | Lift in % conversion | % all respondents |
|---|---|---|
| Social media, such as Facebook and Twitter | 18% | 5% |
| Written material such as a brochure | 17% | 18% |
| Newspaper or magazine article | 10% | 6% |
| Visited the bank's website | 9% | 16% |
| Spoke to a customer service representative over the phone | 8% | 12% |
| Spoke to someone in a branch | 6% | 26% |
| Speaking with friends, family or coworkers | 4% | 7% |
| Consumer information and review websites | 0.3% | 11% |

Source: Gallup

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# Social Caring Statistics April 2014

- **22.5k** activities in input

- **15k** Direct Messages (65%)

- **3.5k** unique users matched with legacy systems

- More discussed topics

  1. Prod Info - 40%
  2. Tech assistance - 30%
  3. Complaints - 15%
  4. Commercial info - 10%
  5. Delivery issues – 5%

Tweet, 434
Reply, 1.025
Comment, 3.572
Post, 2.056
DM, 15.476

Post  Comment  Tweet  Reply  DM
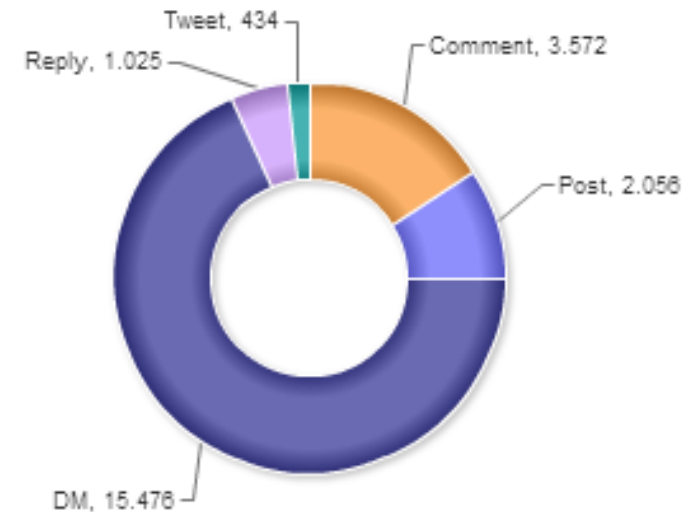
| | |
|---|---|
| Post | 2.056 |
| Comment | 3.572 |
| Tweet | 434 |
| Reply | 1.025 |
| DM | 15.476 |
| **Total** | **22.563** |

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f **Facebook**    📄 26/27 🔍 ✏️1       🔽 Filter ★ ⬛

buongiorno(11)   cliente(15)   invio(11)   ricevuto(13)   codice(15)

salve(16)   regolamento(17)   tramite(11)   amico(15)   corrente(26)   amazon(21)   aprire(11)

canone(10)    **promozione(68)**   euro(16)   **conto(80)**   più(12)   **buono(36)**   entro(19)   100(10)   2014(10)

           apertura(16)   carta(15)    **ciao(42)**    aperto(18) 50(11)   180(12)

         arancio(16)   ccn(23)    clienti(14)

**Dennis Alessio Guidotti** ⌄

Salve, volevo sapere se attualmente è presente una `promozione` per un nuovo cliente che è intenzionato ad aprire un conto corrente. Grazie, Dennis

👍 0   💬 3   [2 in 8m:57s]

**Collapse Comments**

❗ **CheBanca!**   06/30/2014 18:35        ⌄
👍 0   Ciao Dennis, al momento non sono attive iniziative relative a promozioni di questo genere. Dai uno sguardo al Conto Yellow che ti dà interessi trimestrali sulla giacenza senza vincoli e ti permette l'accesso a forme d'investimento diverse tra loro per rendimenti, condizioni e potenzialità! e il Risparmio gestito CheBanca! Qui trovi tutte le altre caratteristiche del Conto Yellow: **http://contoyellow.chebanca.it/**. Continua comunque a seguirci qui su Facebook e sul nostro sito **www.chebanca.it** per essere sempre aggiornato sulle novità Chebanca!. Buona serata!

💬 **2 replies on this comment. Collapse comment replies**

**Francesca Sagliocco** ⌄   07/01/2014 23:04      ⌄
👍 0   ma il conto yellow è remunerato a che tasso??

❗ **CheBanca!**   07/02/2014 09:53       ⌄
👍 0   Ciao Francesca, i tassi sul Conto Yellow validi dal 01.07.2014 al 30.09.2014 sono i seguenti: per giacenze medie trimestrali da 5.000,01 € a 25.000 € il tasso é lo 0,6%. Per giacenze medie trimestrali da 25.000,01 € il tasso é l'1,5%. Trovi dettagli qui sul Foglio Informativo del Conto Yellow: **http://bit.ly/CheBanca_FI_ContoYellow**. Buona giornata!

🏠 ECCE Home ▸ Real Time ▸ About the User ▸

◄  Debbie Hopkins   f 🐦 ⓘ   👤   f 🔊   🐦 🔊   ✉         🔗  ⚠

### ⓘ User Summary

**f Facebook Info**

**Name:** Debbie Hopkins
**Gender:** female
**Type:** human
**First activity:** 08/31/2014 2
**Last activity:** 08/26/2014 1

**🐦 Twitter Info**

**Name:** Tereza d'Andrade
**Username:** TerezadAndrade
**Type:** person
**Klout score:** 12
**First activity:** 02/08/2014 1
**Last activity:** 08/30/2014 1

**🐦 Twitter - Tereza d'Andrade (@TerezadAndrade)**

🐦
**31** TWEETS  **51** FOLLOW
**13** FOLLOWERS  **1** FAVORI

**f Facebook - Debbie Hopkins**

ECCEzionale
comment, directMessage

**Booking.com**

### ✉ Direct Messages

Debbie Hopkins on
f ECCEzionale

**Debbie Hopkins** is participating in conversation. ▾

**ECCEzionale** 04/16/201
Hi there - we are always loo
Fabulous new designers. Let
you to our Designer applicat
www.decisyon.com

**Debbie Hopkins** 04/17
▾
Here is the info you asked fo
abc@abc.com

**ECCEzionale** 04/17/201
Great - here is hte brochur
kno if you have other questi

**Debbie Hopkins** 04/22
▾
What is the status on my ap
be a designer?

**Debbie Hopkins** 05/08
▾

ECCEzionale

### 👤 Customer Data

**Personal Data**

Name            [ Judy ]

Last Name       [ Sebers ]

**CardHolder Info**

Postal Code     [ 99985-4321 ]

eMail           [ jseb@null.com ]

Phone           [ 2035551234 ]

**CH Account Info**

Account ID      [ 1234567-89 ]

Balance         [ $12,867.08 ]

Tier            [ Premium ▾ ]

**Support Data**

Last ticket     [ 1234 ✕ ]

Status          [ Complete ▾ ]

### ▽ Filter

/2014 15:26 - Last Update: 09/01/2014 19

**Debbie Hopkins** ▾  CustomerService
Gypsy is handling this user
had a major problem with my last tran
tomer service, but got disconnected 3
rmally get great service from you, bu
errible. Can I please get some help??!!
👍 2 💬 6 [2 in

Collapse Comments

**Terry Freire** ▾ 08/30/20
Hey Debbie - what went wrong ?
👍 0

**Debbie Hopkins** ▾
08/30/2014 18:50
Gypsy is handling this user
We showed up late to our B&B ,or
that they had no room available. C
service was terrible - they gave r
around , and hung up on me tw
wait to see my int'l phone charges
👍 0

**Max Harrison** ▾ 08/30/
Gypsy is handling this user
I was going to use them for my n
maybe now I'll try the other guys.
service is really good .
👍 0

**ECCEzionale** ▾ 08/31/2014
So sorry to hear this, Debbie. I w
with you to get this resolved to yo
satisfaction. Please PM me with yo

### 🐦 Twitter      ▽ Filter

Booking.com @bookingcom
- Creation: 08/30/2014 18:39 - Last Update: 08/30/2014 1

**Tereza d'Andrade** @TerezadAndrad
Gypsy is handling this user
@bookingcom I've got an upcoming tri
maybe I'll try it again, based on my la
exp.
🖥 # @

Booking.com @bookingcom
- Creation: 08/30/2014 18:35 - Last Update: 08/30/2014 1

**Tereza d'Andrade** @TerezadAndrad
Gypsy is handling this user
@bookingcom You got me a great de
for the @limerockpark #vintagecars
You're the best !
🖥 # @                          ↻ 0 ◄

📋 9 of 24 - Clipboard
Item not Collected: Delete items
to increase available space

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# CVA: Customer Value Added

**<u>Social Intelligence:</u>** Advanced analysis of historical social data and competitors

- Flip complaints to leads

  (from 90% complaints to 40%)
- **+30%** Fan organic growth => Reduction in advertising investments
- **+90%** active fan engagements
- **+450%** wall activities
- **+90%** influencers

> Reduction in adv costs, better engagement using adequate contents, lead generation enhancement

**<u>Social Caring:</u>** Customer service operations with a dedicated team

- **100%** coverage of conversations
- **30% reduction** handle time and first response time
- **50% reduction** in number of team interactions to solve
- **0** emails
- **12%** savings in headcount over a year
- **8X** reduction in training time (from 4 working days to 4 hours)

> Improved efficiency and effectiveness, reduction in headcount and time to solve, optimization of resources in crisis situations
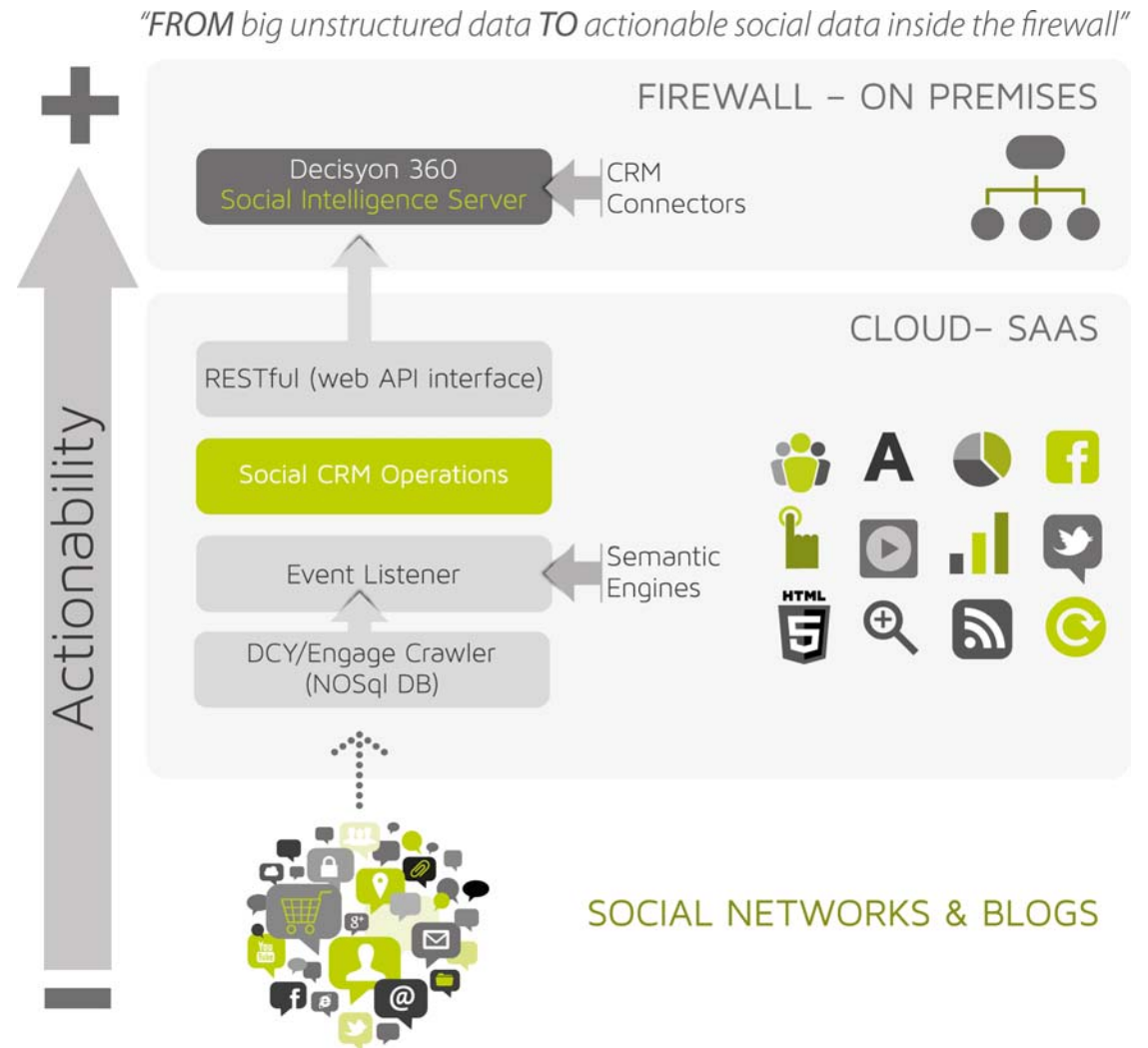
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# The Social Maturity Where are you?
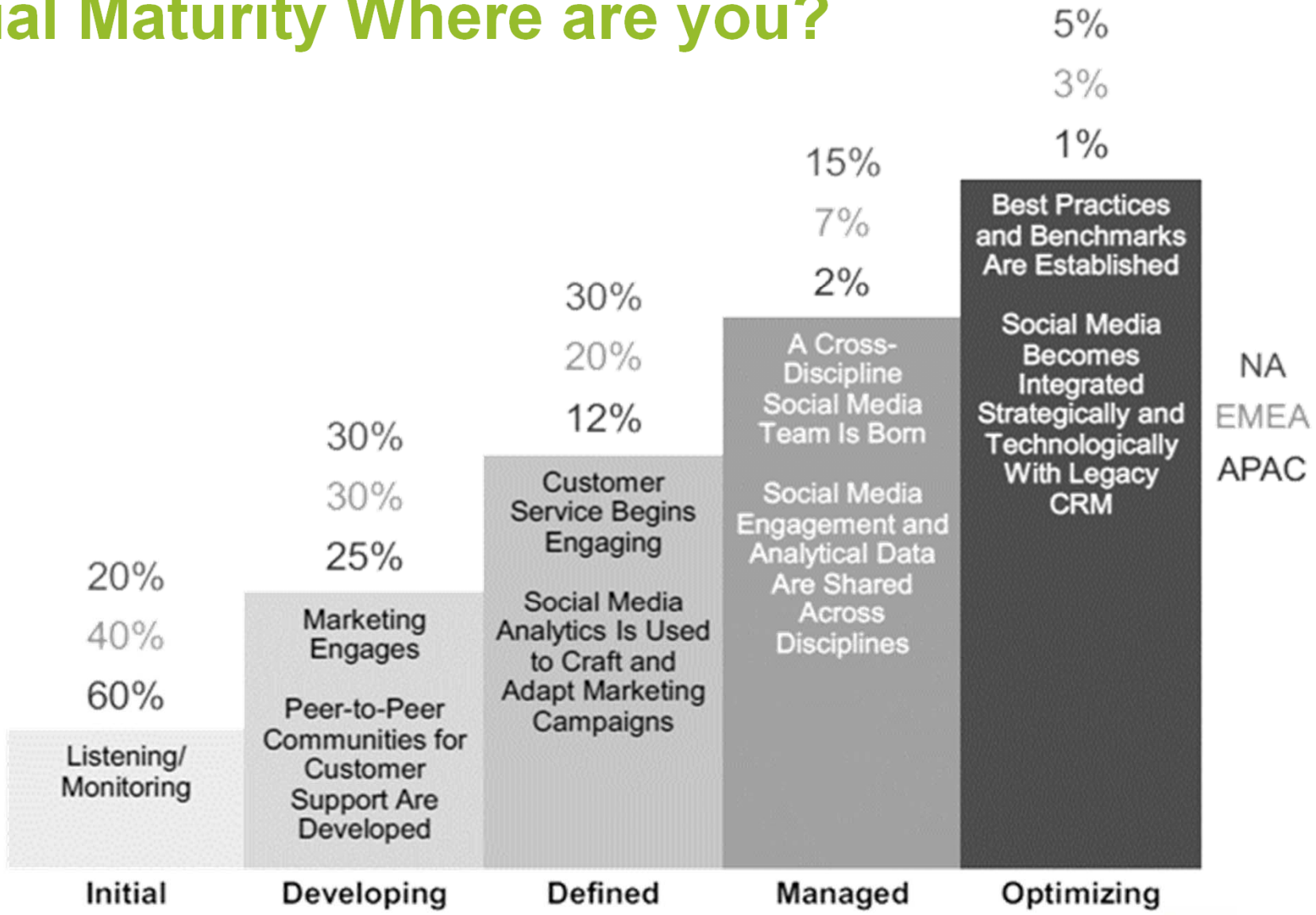


Source: Gartner (October 2013)

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# Big Social Data Integration

- Get cleaned, normalized, and organized relevant data in a **social data warehouse**

- **Upload your relevant legacy data** integrated with your social data

- **Collect years of granular information** and query it when you need to

- Create your own **collaborative dashboard**

- Use APIs to link your **enterprise workflow processes** and applications

- Integrate your own and trusted sentiment algorithm to build your own **brand reputation dashboard**.



*"FROM big unstructured data TO actionable social data inside the firewall"*

FIREWALL – ON PREMISES

Decisyon 360
Social Intelligence Server
CRM Connectors

CLOUD– SAAS

RESTful (web API interface)

Social CRM Operations

Event Listener — Semantic Engines

DCY/Engage Crawler (NOSql DB)

Actionability

SOCIAL NETWORKS & BLOGS

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# TakeAways



**INTEGRATED VIEW**

1. **How brands can increase customer satisfaction with real time social caring?**
   - Companies need a unified corporate technology for Social CRM
   - Develop a multichannel customer view
   - Don't reinvent the wheel use the actual customer care team

2. **How companies can create value out of social CRM data?**
   - Days of work on social are creating social data value
   - Collaboration creates value for different departments and speeds up the process
   - Is possible to measure real ROI on Caring and generate revenues

3. **How to transform social data into a company asset?**
   - The next step is connecting social data with legacy data inside the firewall…IT is back!
   - Get to data integration step by step
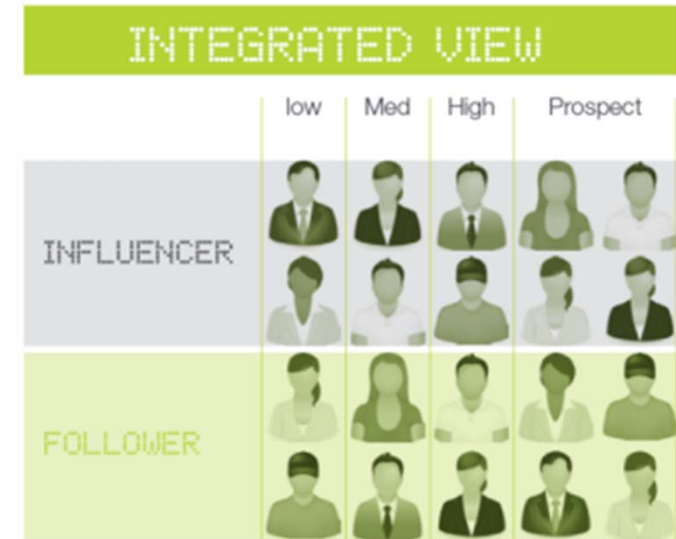
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# Decisyon



90
EMPLOYEES
worldwide as of
December 2013

CHANNELS
DIRECT SALES
OEM/ISV
SYSTEMS INTEGRATORS/CONSULTANTS

LOCATIONS
Stamford, CT
Milan
Rome

MANAGEMENT TEAM
Significant Industry Experience

IBM    SAP    ORACLE    🍎    OUTLOOKSOFT    priceline.com    DELL

Clients
Used by more than **200** companies in **11** countries.

**$17B**
average revenue of public customers

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# Thank You for Your Interest . . .

## Cosimo Palmisano

cosimo.palmisano@decisyon.com

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