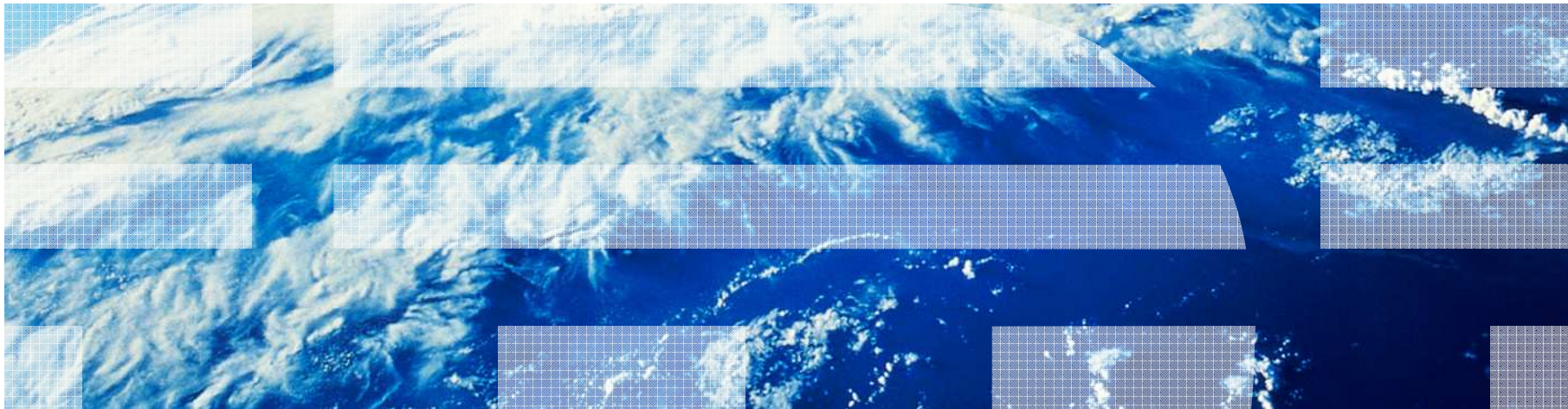

Reinvent Customer Relationships

Mikael Haglund, Teknisk Direktör, IBM



Innehåll

- VD säger: Knyt kunden närmare
- IT har flera viktiga roller för detta
- Funderingar kring sociala verktyg

Länkar för Global CEO study

- Studien
 - <http://www-935.ibm.com/services/us/ceo/ceostudy2010/index.html>
 - Flera C-suite studier <http://www-935.ibm.com/services/c-suite/series-download.html>
- <http://www-935.ibm.com/services/us/gbs/thoughtleadership/>



Capitalizing on Complexity

*Insights from the
Global Chief Executive
Officer Study*

Capitalizing on Complexity

May 2010

2004
Your turn!

2006
Innovation

2008
Enterprise of the Future

2010
Capitalizing on Complexity

456 CEO interviews



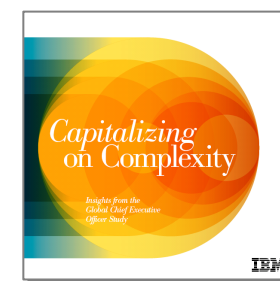
765 CEO interviews

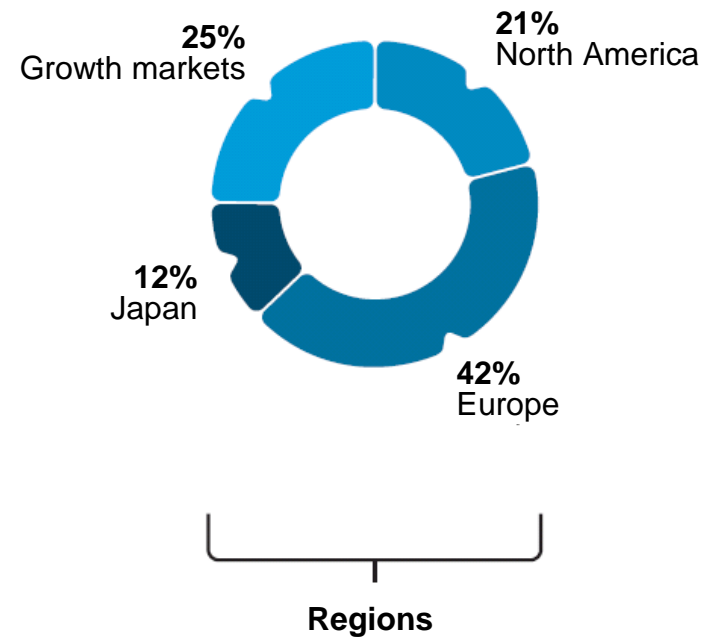
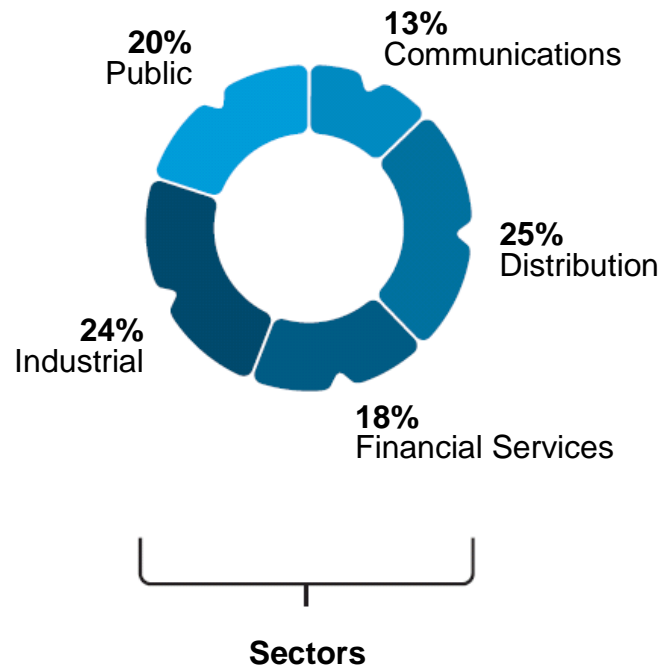


1,130 CEO interviews



1,541 CEO interviews



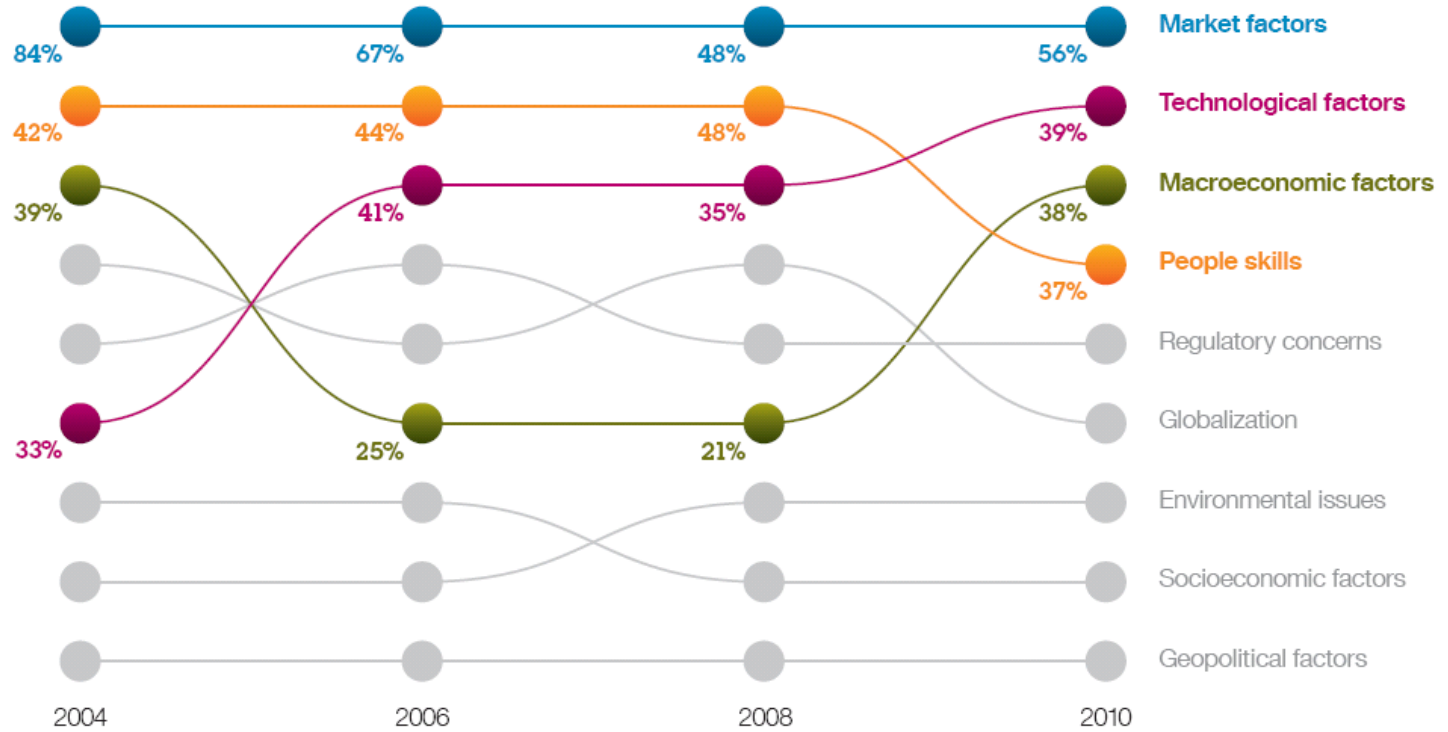


60 länder, 33 branscher

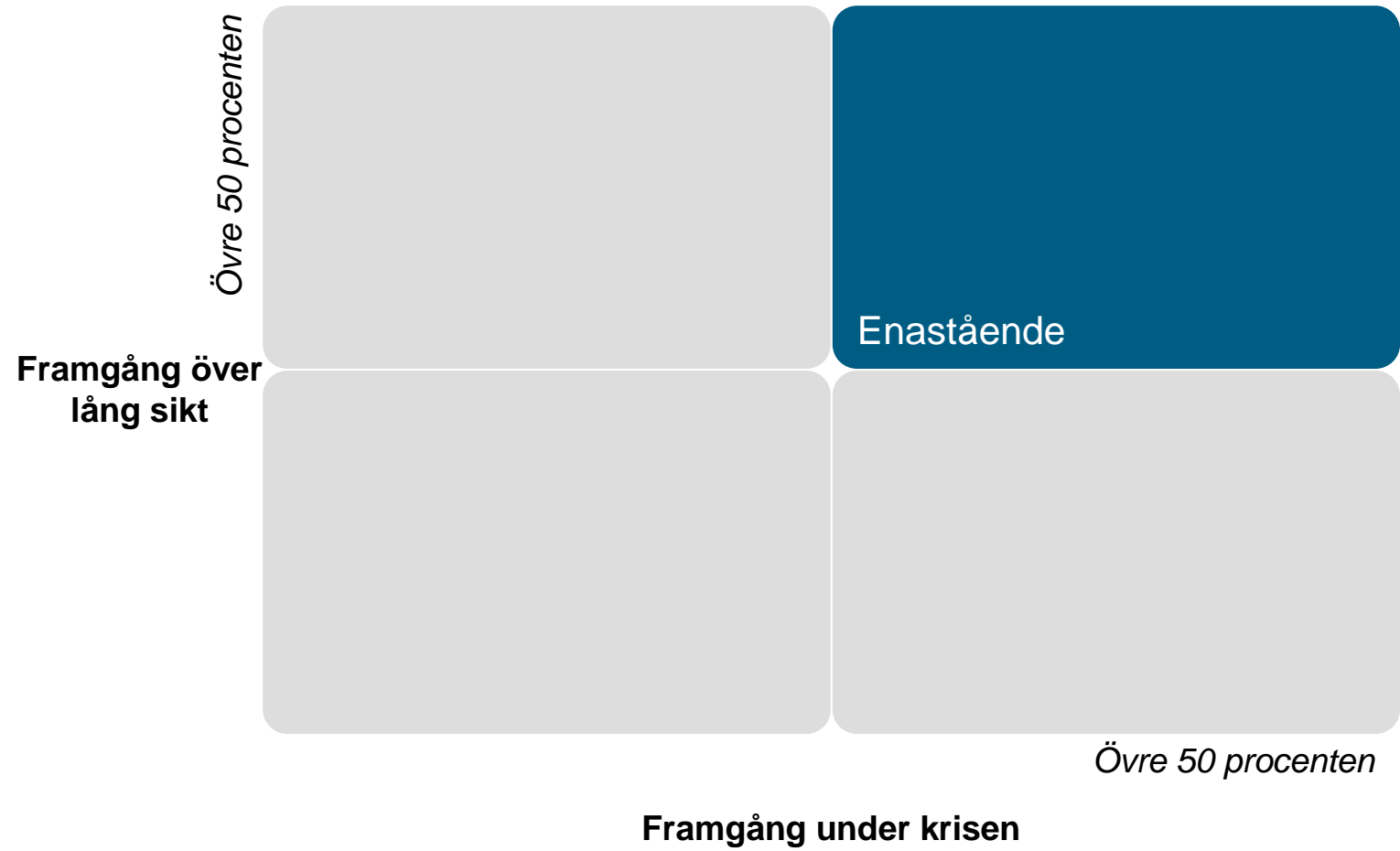
56%
say market
factors

39%
say technological
factors

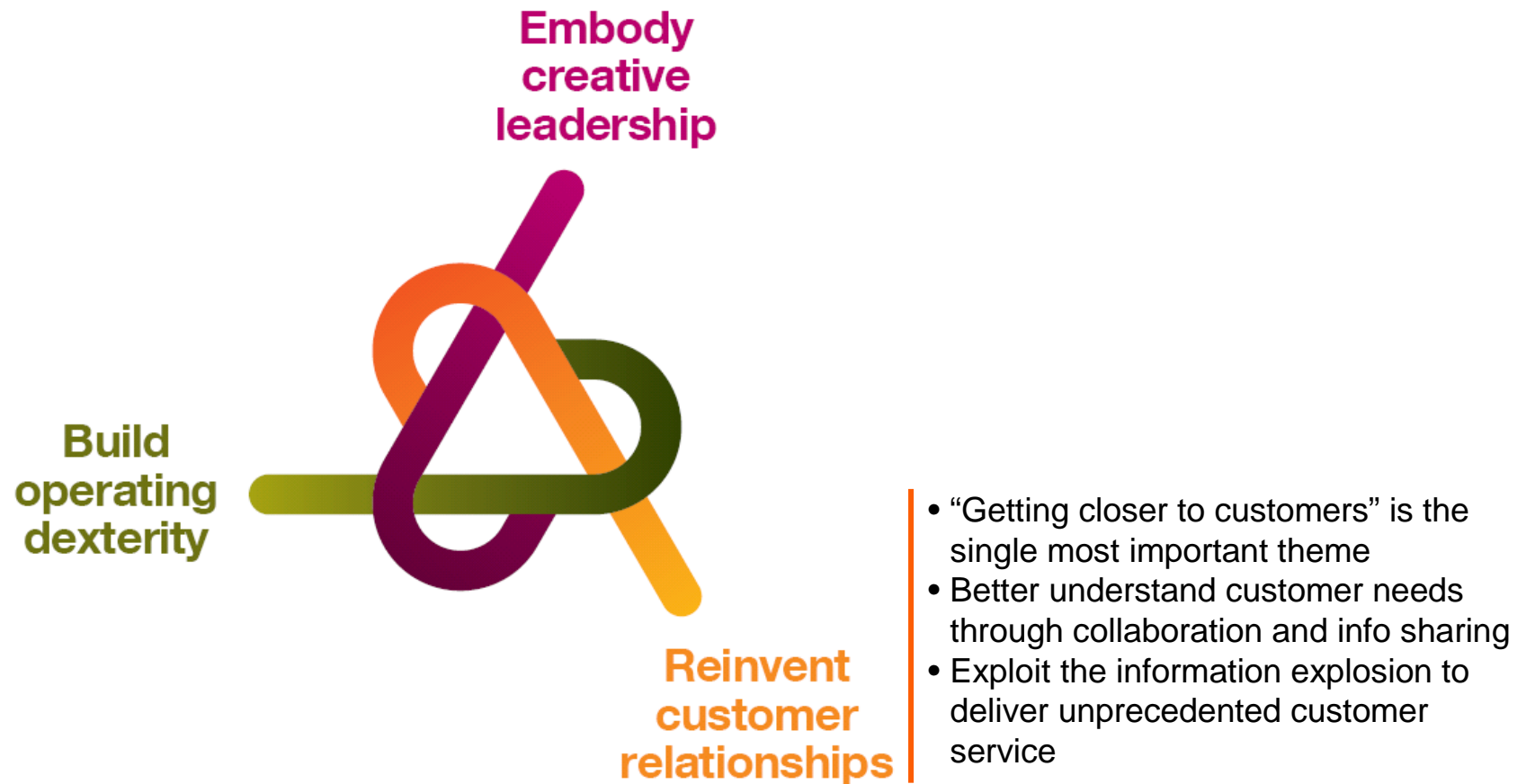
38%
say macroeconomic
factors



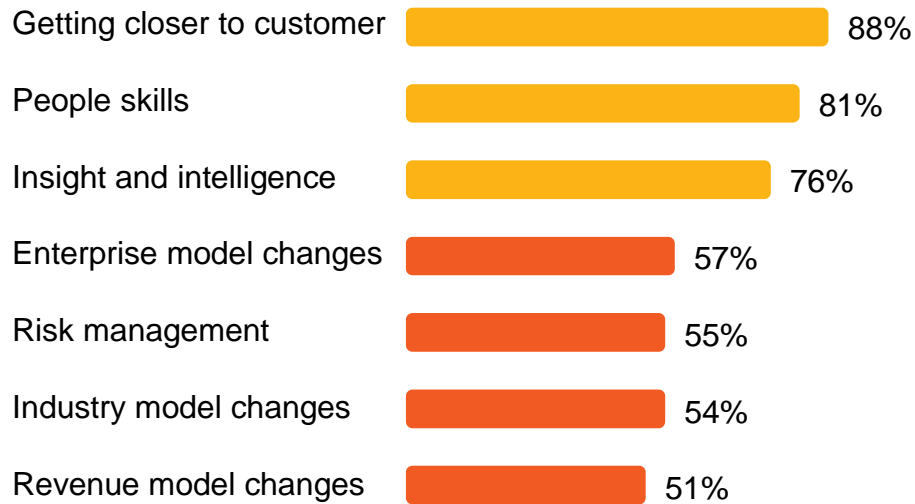
Framgångsanalys



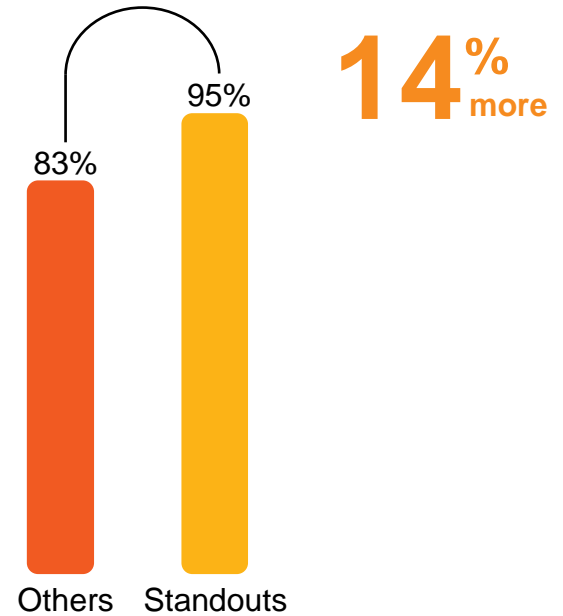
Standouts capitalize on complexity in three ways



Dimensions to focus on over the next 5 years



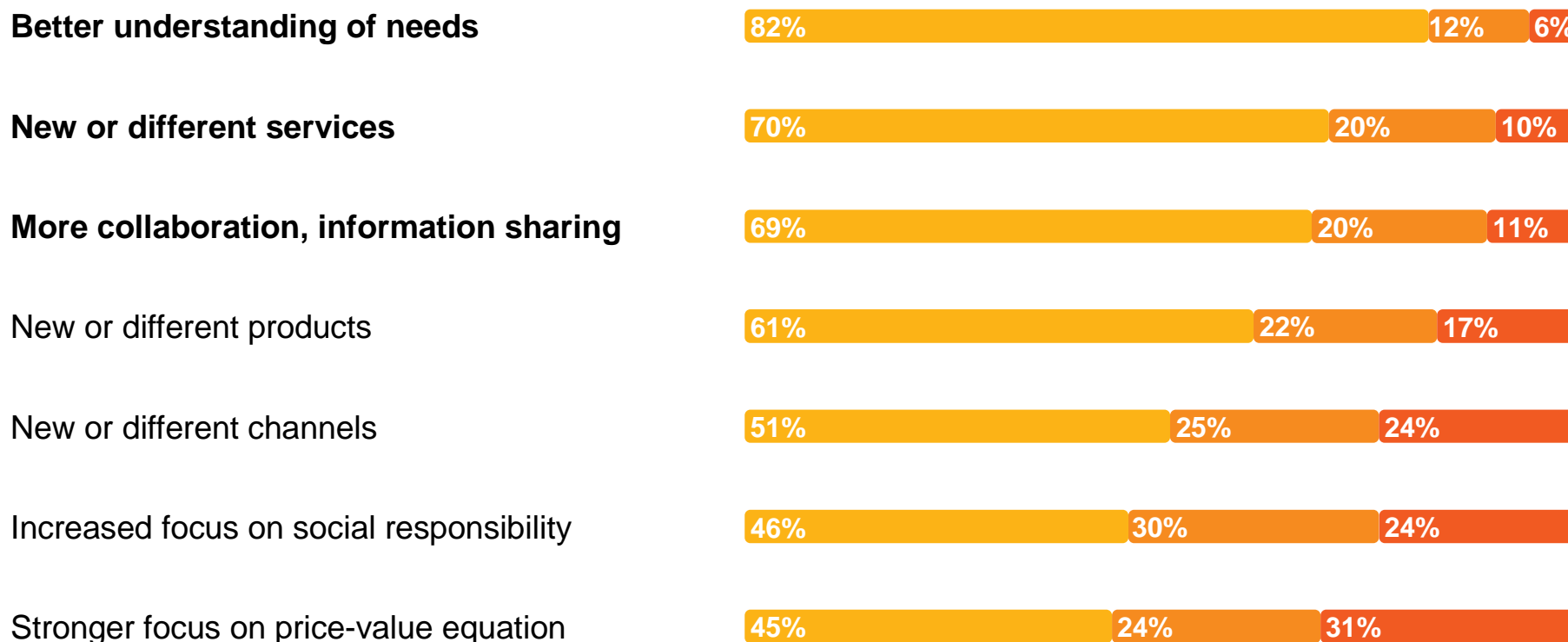
Getting closer to customers



“Our customers want personalization of services and products. It is all about the market of one.”

Tony Tyler
CEO, Cathay Pacific Airways, Hong Kong

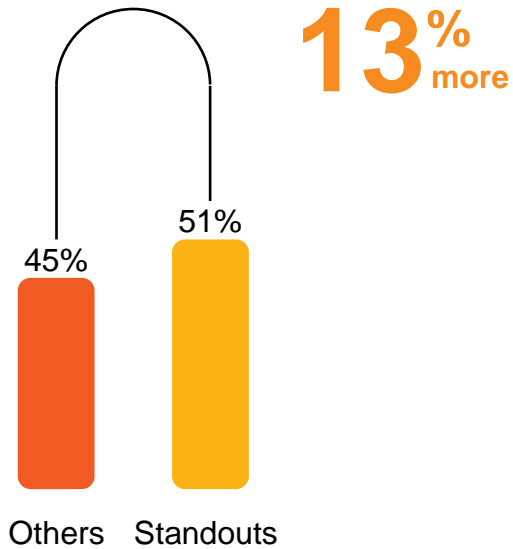
CEOs' view of "How customer expectations will change over the next 5 years"



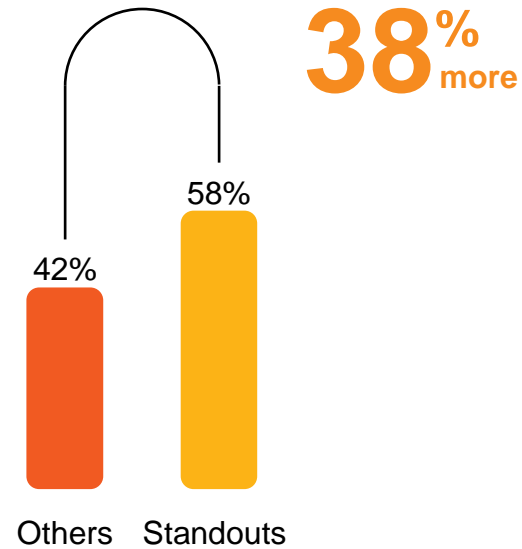
All participants: ■ To a large/very large extent ■ To some extent ■ Not at all/to a limited extent

To stay in lockstep with customers, Standouts better understand preferred channels and price-value trade offs

Use of new or different channels



Focus on price-value equation

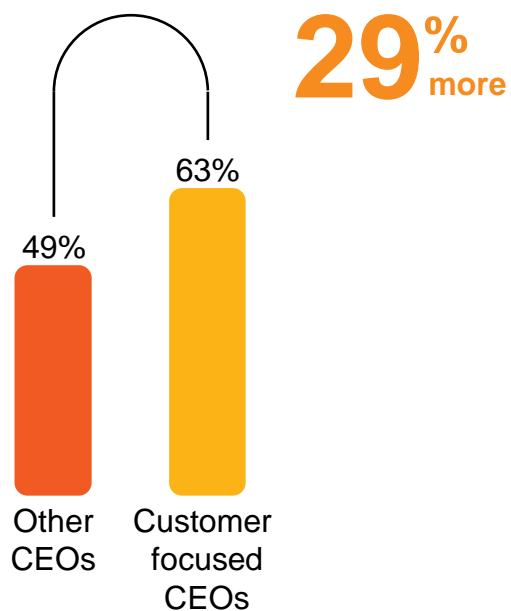


Customer-centric CEOs exploit the information explosion to better understand and serve customers

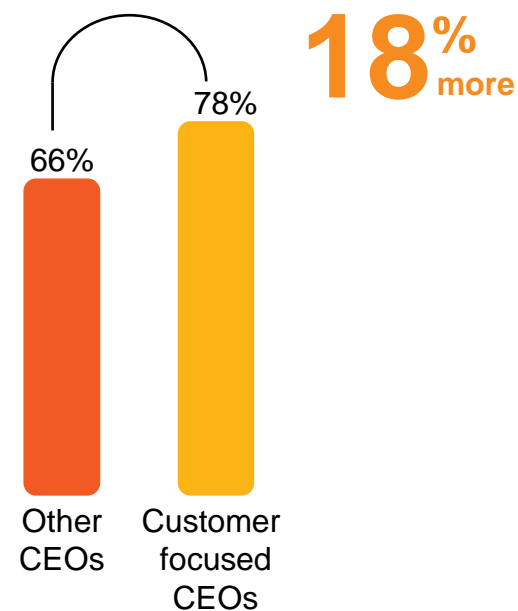
Customer focused CEOs use data...

... to generate insight and intelligence

Impact on organization of information explosion



More focus on insight and intelligence to realize strategy





Seizing the upside of complexity

Embody creative leadership

- Embrace ambiguity
- Take risks that disrupt legacy business models
- Leapfrog beyond "tried-and-true" management styles

Reinvent customer relationships

- Honor your customers above all else
- Use two-way communications to sync with customers
- Profit from the information explosion

Build operating elasticity

- Simplify whenever possible
- Manage systemic complexity
- Promote a mindset of being fast and flexible
- Be "glocal"

Pralinbild <http://www.flickr.com/photos/ciordia/3850043156/>

M&M-bild <http://www.flickr.com/photos/12936340@N06/2347605501/>





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Green Bay Packers ▼

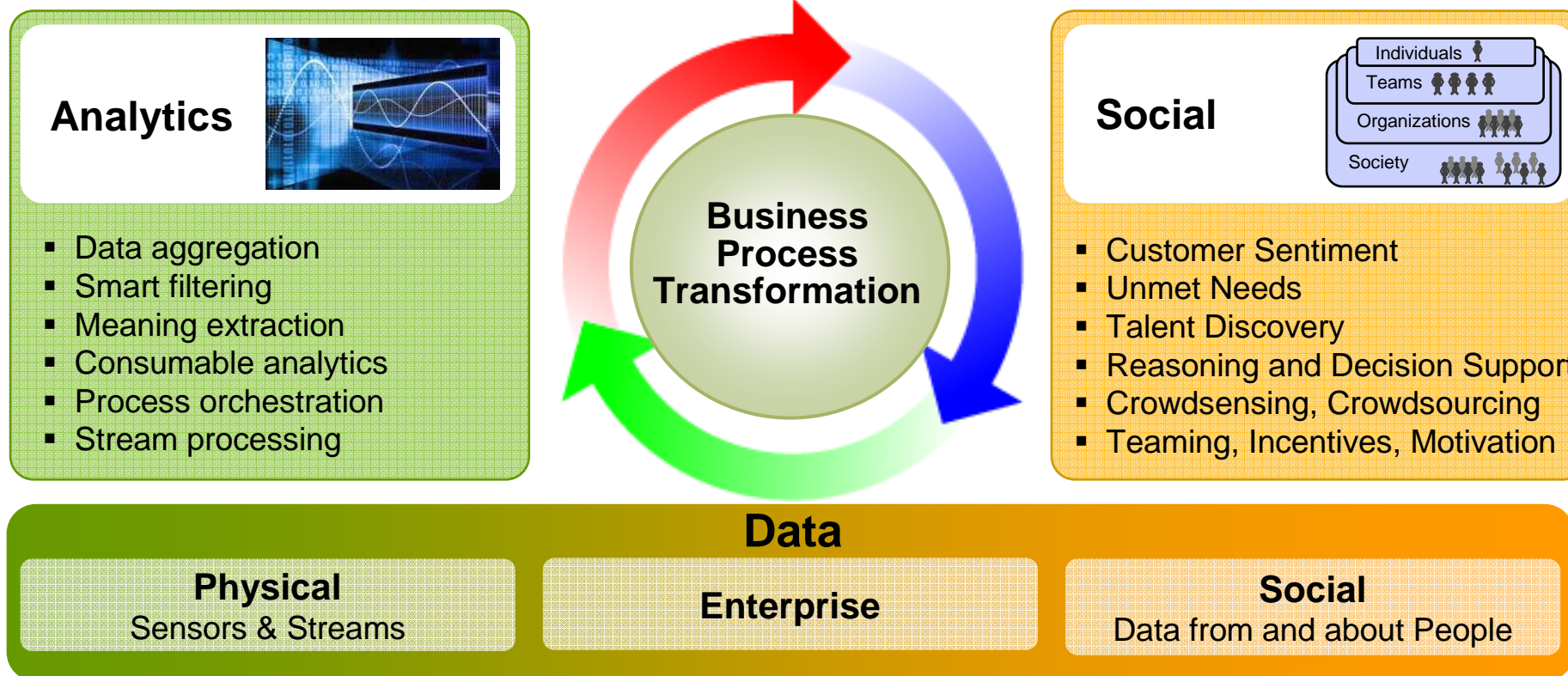


2. Choose Your Packaging



CONGRATS
PACKERS
SUPER BOWL CHAMPS

Convergence of Social and Analytic Technologies Transform the Way Businesses Operate



Socially Synergistic Enterprise Solutions Can Provide Differentiating Value



Customer Care and Insight



Workforce Optimization



Physical Meets Digital



Financial Operations



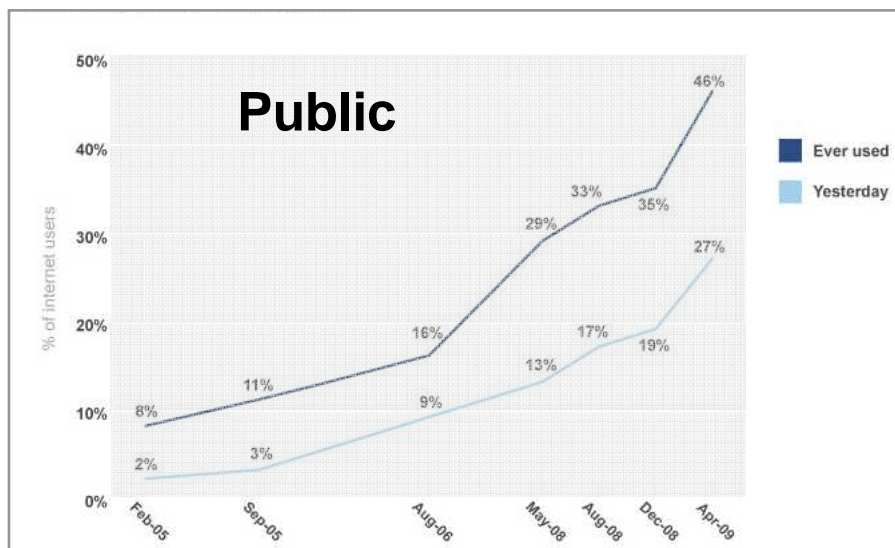
Smarter Commerce



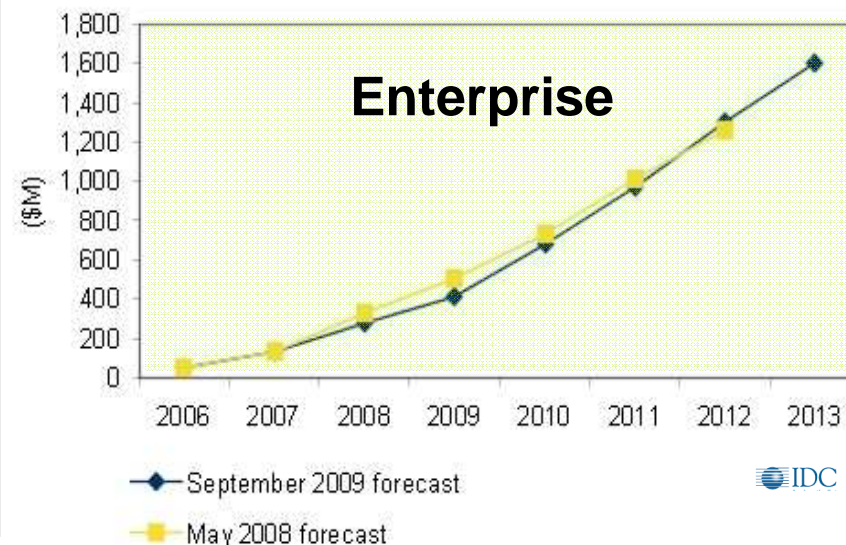
Advanced Case Management

Adoption of Social Tools is Increasing Rapidly

Growth in Adult Social Network Site Use, 2005-2009



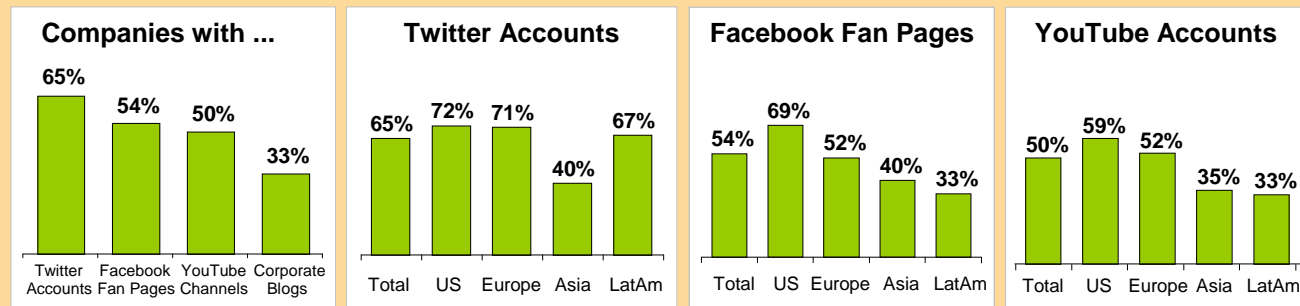
Companies plan to increase spending on social despite recession



| US Mobile Subscribers Accessing Social Sites (Thousands) | | | |
|--|--------|--------|--------|
| | Jan-09 | Jan-10 | Change |
| Facebook | 11,874 | 25,137 | 112% |
| MySpace | 12,338 | 11,439 | -7% |
| Twitter | 1,051 | 4,700 | 347% |

Source: comScore MobiLens

Fortune Global 100 Companies



Source: Burston-Marsteller

Social Technologies Used in Point Processes

Adidas

Social network-based advertising achieved 70% ROI, outpacing TV and Online marketing

Promotion

Pitney Bows

Social computing and community forums lower customer and partner support costs. One question viewed 37k times, saving ~\$70k.

Support

McDonalds foursquare

Location based **social incentives**

Promotion

ConAgra Foods

Listening to buzz on Youtube and Facebook led to creation of High Fructose Corn Syrup-free Hunts Ketchup

Marketing

STARBUCKS

Crowdsourcing new product and promotion ideas increases customer loyalty

Marketing

DELL

Crowdsourcing new features. Reports \$3M in revenue using Twitter to notify customers of deals

Marketing, Promotion

CEMEX

Connections-based **employee social collaboration** with over 500 cross-silo communities. One generated 118 ideas being implemented.

Internal

GM Toyota Honda facebook G-Book

Automotive industry exploring **integrating social capabilities** to enhance car experience

Integrated Offering

Nike

Sold 2.5 million kits leveraging **social and game techniques**

Integrated Offering



Customer Care and Insight

Transforming how a Company Manages its Brands

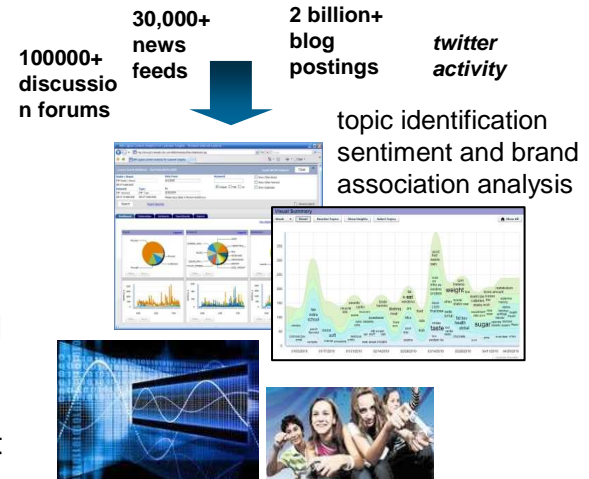
Large consumer product company



Issue discovered in enterprise sales and market-basket data
Losing share to a competitor in a key market



Correlation and analysis of external (message boards, blogs, newsfeeds, tweets) and **internal** (customer calls, sales, ad spend, KPIs, etc.) to identify root cause



Marketing Managers and other employees diagnose issue, develop solutions, make go/no-go decisions. **Collaborative Reasoning** decision tools structure process, populate with relevant data, support what-if predictive analyses.

Question arises on whether shelf placement has changed.

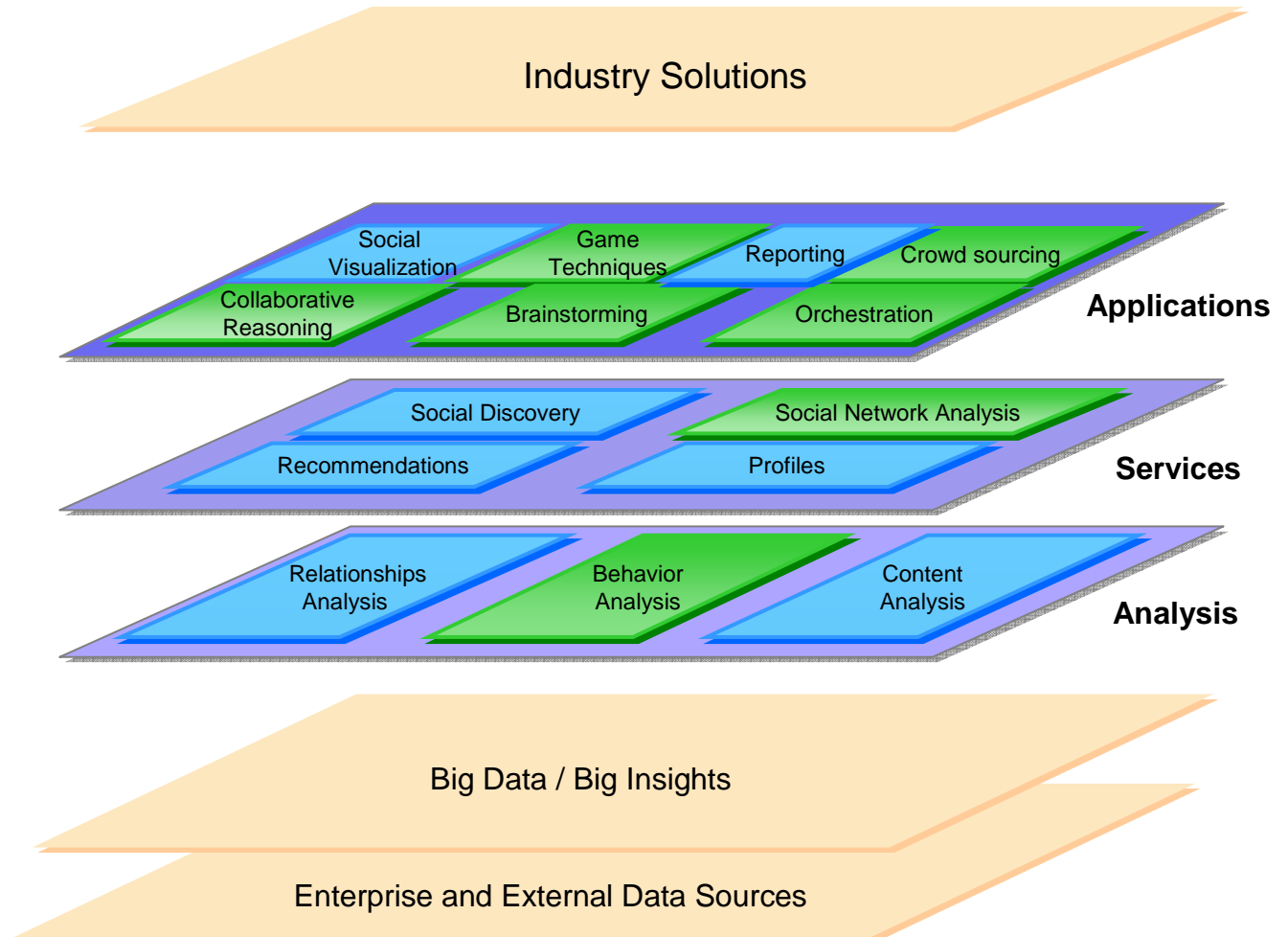


Query broadcast to supermarket field reps to **crowdsource quick response**, which is automatically tabulated, comments analyzed, insights extracted and fed back into decision space.



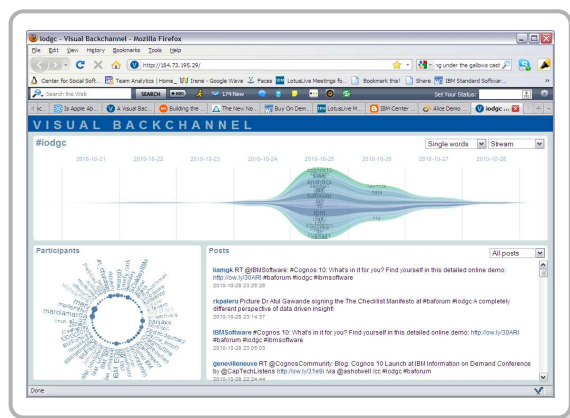
Success Requires a Pluggable Social Framework

- Integration of social capabilities for specific solutions
- Incorporation of new techniques as they emerge
- Opportunity for business partner ecosystem

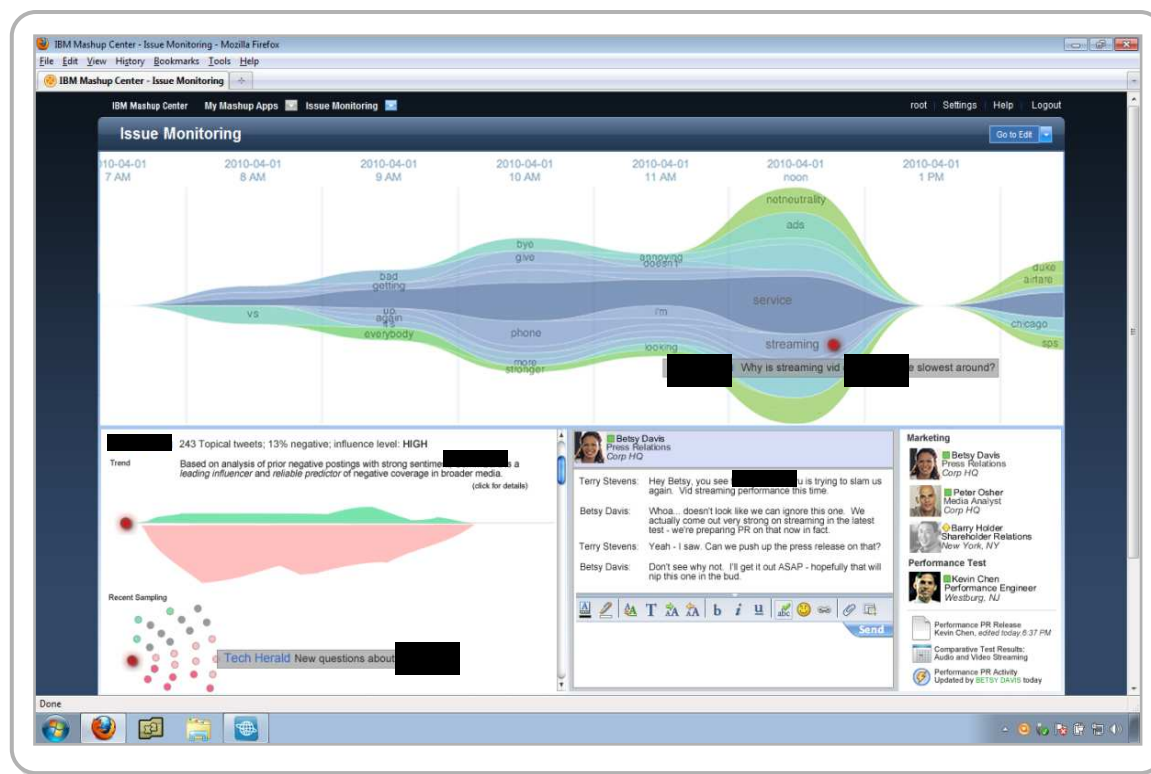


Items in Customer Care & Insight Scenario

Current Project: Visual Backchannel Monitoring Twitter activity



Prototype: used at several IBM events



Trending terms on twitter fed to internal analytics to recognize problem and automatically create team for quick action


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[Products](#)
[Games](#)
[Create & Share](#)
[Shop](#)
[Change Region](#)

[Sign Up](#)
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My LEGO NETWORK

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[My LEGO Public View](#)
[My LEGO Network](#)
[Help](#)
[Parents](#)
[Home](#)
[Pages](#)
[Soundtrack](#)
[Stickers](#)
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[Arcade](#)


My LEGO NETWORK



My LEGO Network is a new social networking site built especially for children.

It's a safe environment that lets you create and control your own web page. You can collect, build, and trade with virtual items. You mail with your friends, and show off your creativity to the whole wide world!

Hi! Hi! I'm Echo - your first friend in My LEGO Network!

My LEGO Network allows you to create your very own LEGO Web page to show off your creativity to the whole wide world! World! You can either choose to use your page to be strategic by growing special virtual items using challenging blueprints to gain rank or use your page to make music, create sticker compositions and display your LEGO creations - or both! Both!

There's a lot to do at My LEGO Network so don't be afraid to watch my videos or your LEGO TV or in the getting started section, or just drop me a "Help!" message in your mailbox.

See you around the Network friend!

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NXTLOG Body Forward Building Challenge



To help celebrate the 2011 FIRST LEGO League (FLL) World Festival in St Louis, Mo. this April, the March-April NXTLOG challenge theme is BIOMEDICAL ENGINEERING! Your challenge is to explore the world of Biomedical Engineering and discover innovative ways robots can be used to repair injuries, help people overcome illnesses and disabilities and build healthier, stronger bodies.

Awards will go to the best bionic body parts, innovative laboratory devices, greatest use of robotics in internal medicine, and most creative biomedical robot that can be used outside the human body.

Entries must be submitted by April 30, 2011.

Books



Subscribe to the LEGO MINDSTORMS newsletter

The logo features a stylized square icon with a smaller square inside, followed by the text 'LEGO MINDSTORMS NEWSLETTER' in a bold, sans-serif font.

About element14 VERSION 2

Created on: Jun 8, 2009 10:20 PM by Christy-Admin - Last Modified: Jun 8, 2009 10:20 PM by Christy-Admin

element14 is a new, innovative information portal and eCommunity specifically built for electronic design engineers. It provides product data, design tools and technology information, whilst incorporating web 2.0 functionality to facilitate communication, interaction, collaboration and information sharing between colleagues around the world. Users can consult experts, discover trends, post blogs, articles and comments in this world-wide forum.

element14 is another innovative offering from Premier Farnell plc (LSE:pfl), FTSE 250, a leader in multi-channel distribution and specialty services for electronic design engineers throughout Europe, the Americas and Asia Pacific. It has a stocked range of 450,000+ products, and access to 4,000,000 more items from 3,500 top manufacturers. The company has group sales of £804.4m and over 4,100 employees globally.

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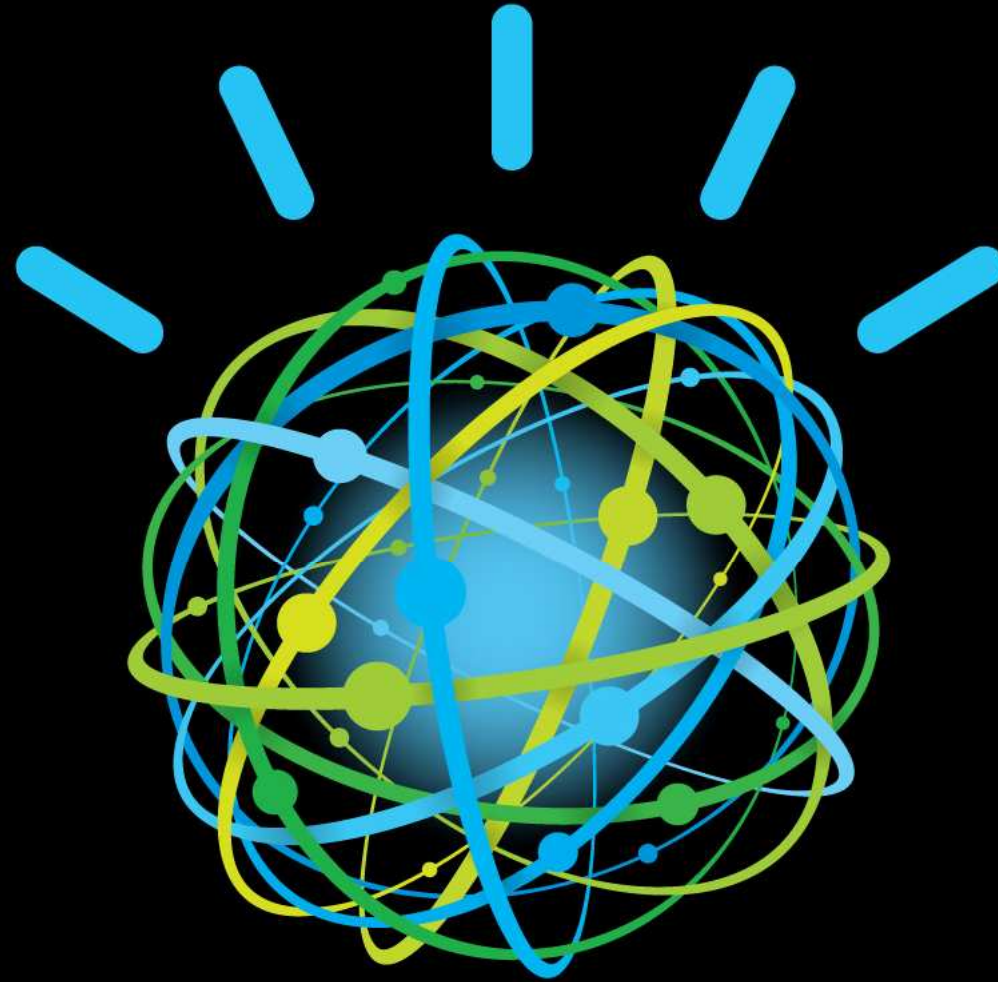


Sociala verktyg, några saker att tänka på

- Ni äger inte ert varumärke
 - Nästan hopplöst att ”rätta” åsikter i allmänna forum (andras twitter, facebook, bloggar etc)

- Använd egna sociala verktyg
 - Forum, mina sidor etc
 - Facebook, twitter, bloggar...

- Viral spridning är
 - Svårt
 - Lätt att trampa fel. Be alltid om lov – explicit – innan ni tweetar, facebookar i någons namn



Watson <http://ibm.com/watson>

- Framgångsrika VD:ar säger: Kom närmare kunden
- Använd IT
 - Nya kanaler
 - Kontakt
 - Analys
- Var social, men med ömjukhet och omtanke



END

