

SwordCiboodle

be served, be solo, be social

Wednesday, 11 May 2011

Coordination or Collaboration?



“You have to listen to me ... I know exactly what customers want!”

What have you done to help your company succeed in Social

SOCIAL CRM **2011**

Sales

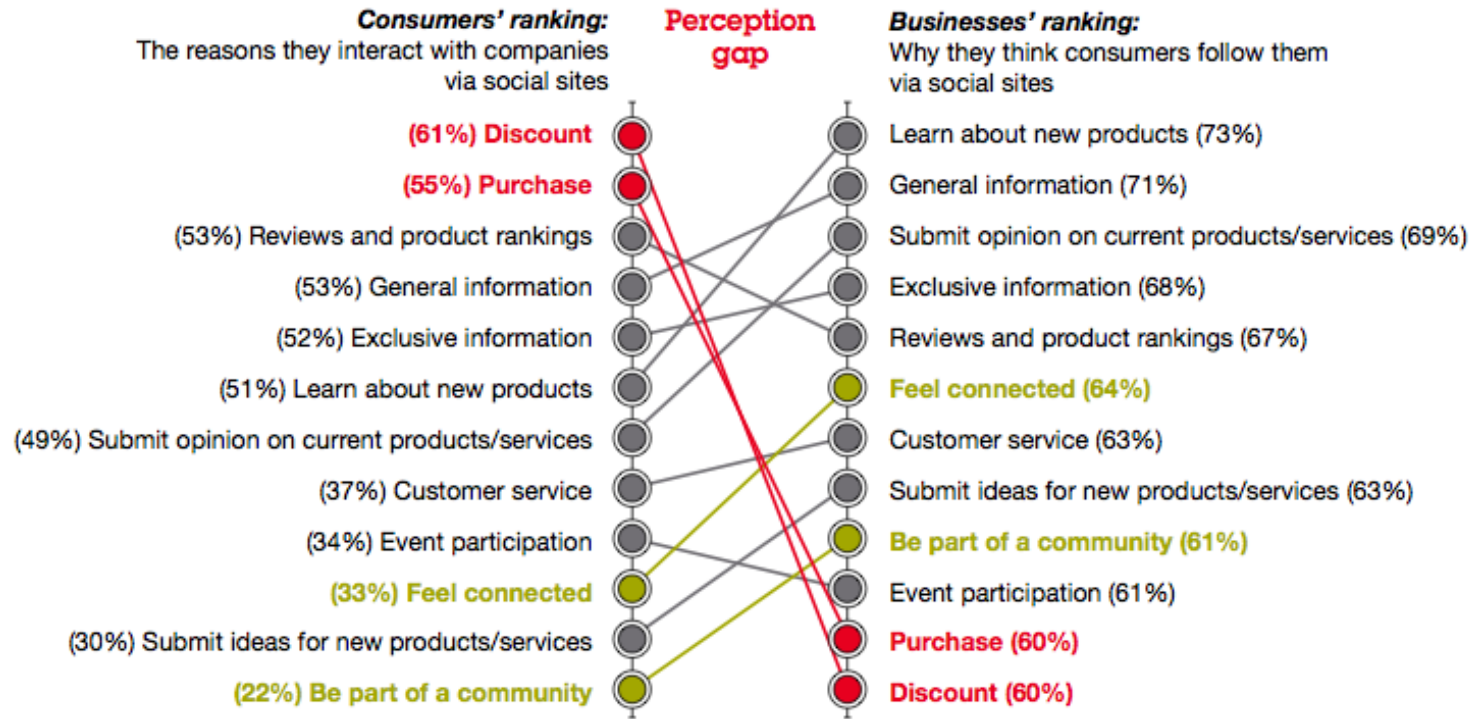


Marketing





“Nobody cares about your products, people care about their problems.”

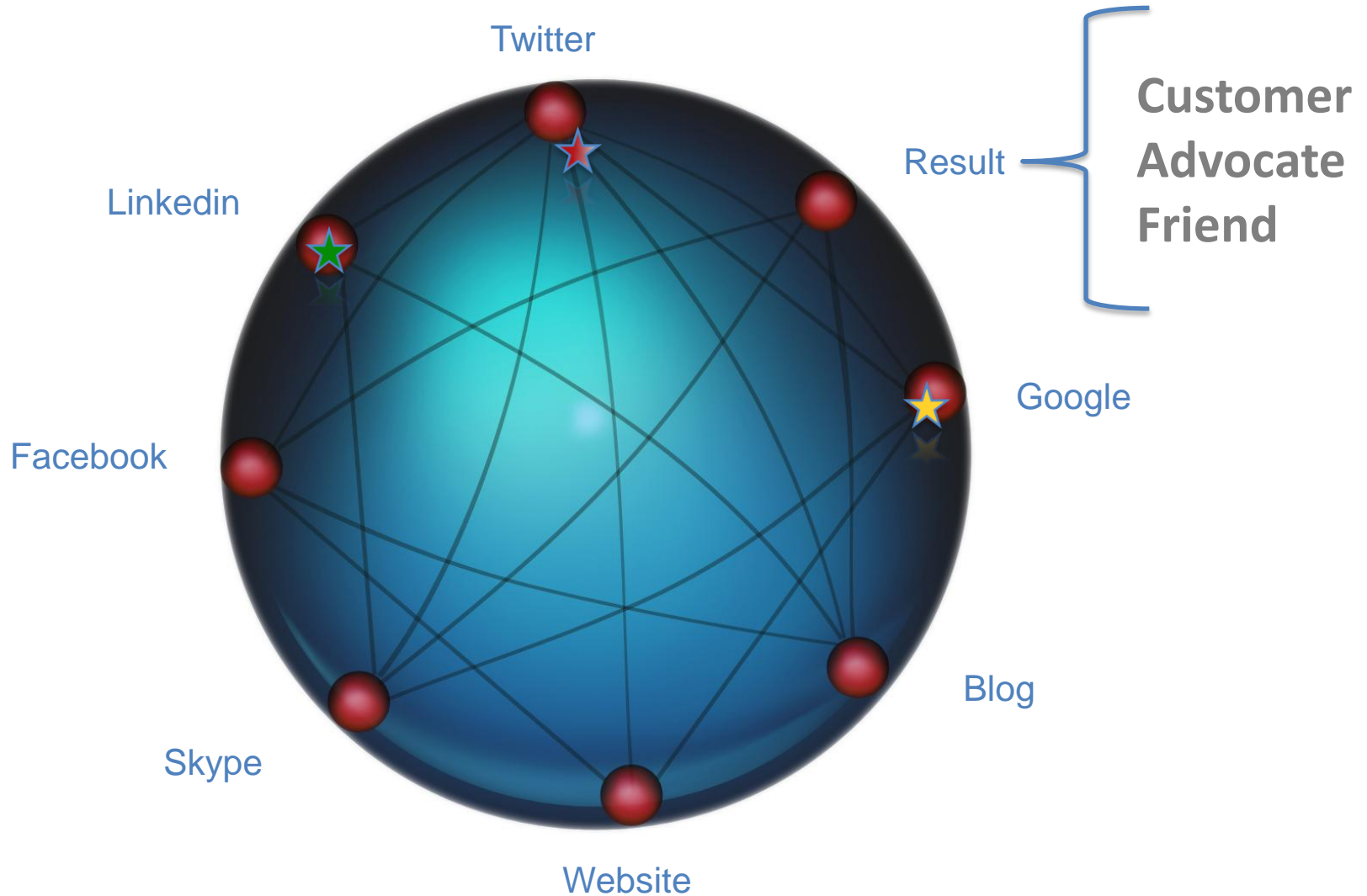


Note: Consumer: N=1056; Business: Learn N=333, General info N=336, Submit opinion N=334, Exclusive info N=333, Reviews/rankings N=333, Feel connected N=331, Customer service N=331, Submit ideas N=332, Community N=329, Event N=332, Purchase N=334, Discounts N=331.
Source: IBM Institute for Business Value analysis. CRM Study 2011.

Customers do not want a relationship with your business, they want the benefits a relationship can offer to them.

Each Journey is Different

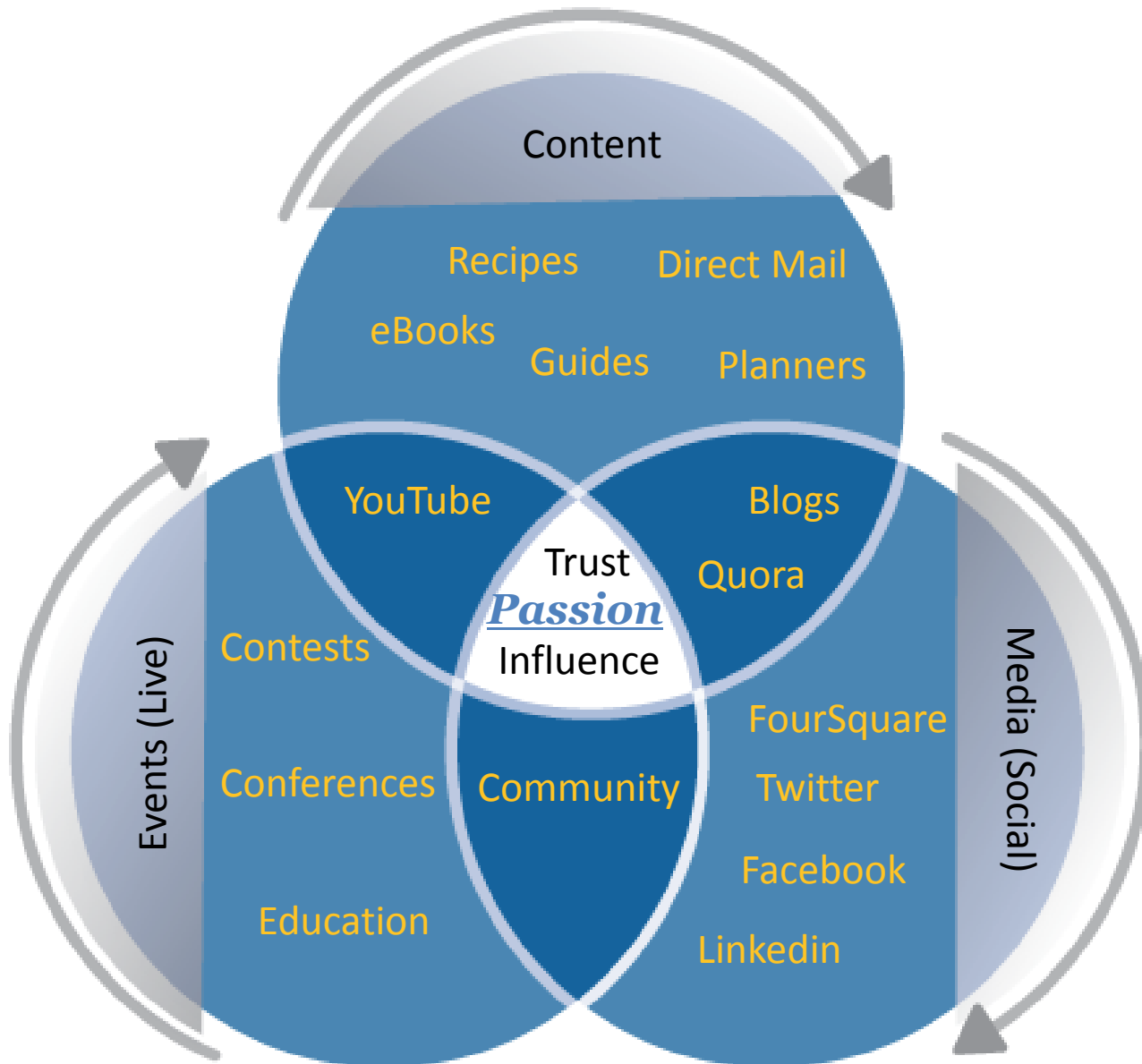
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Has Marketing gone 'Social' crazy

The Marketing Perspective



5 Things Marketing Should Consider:

- Stop assuming everyone is Social
- More channels does not mean talk more
- Show your value internally
- Social Media Management is not the same as Community Management
- Creating value is not the same as creating content

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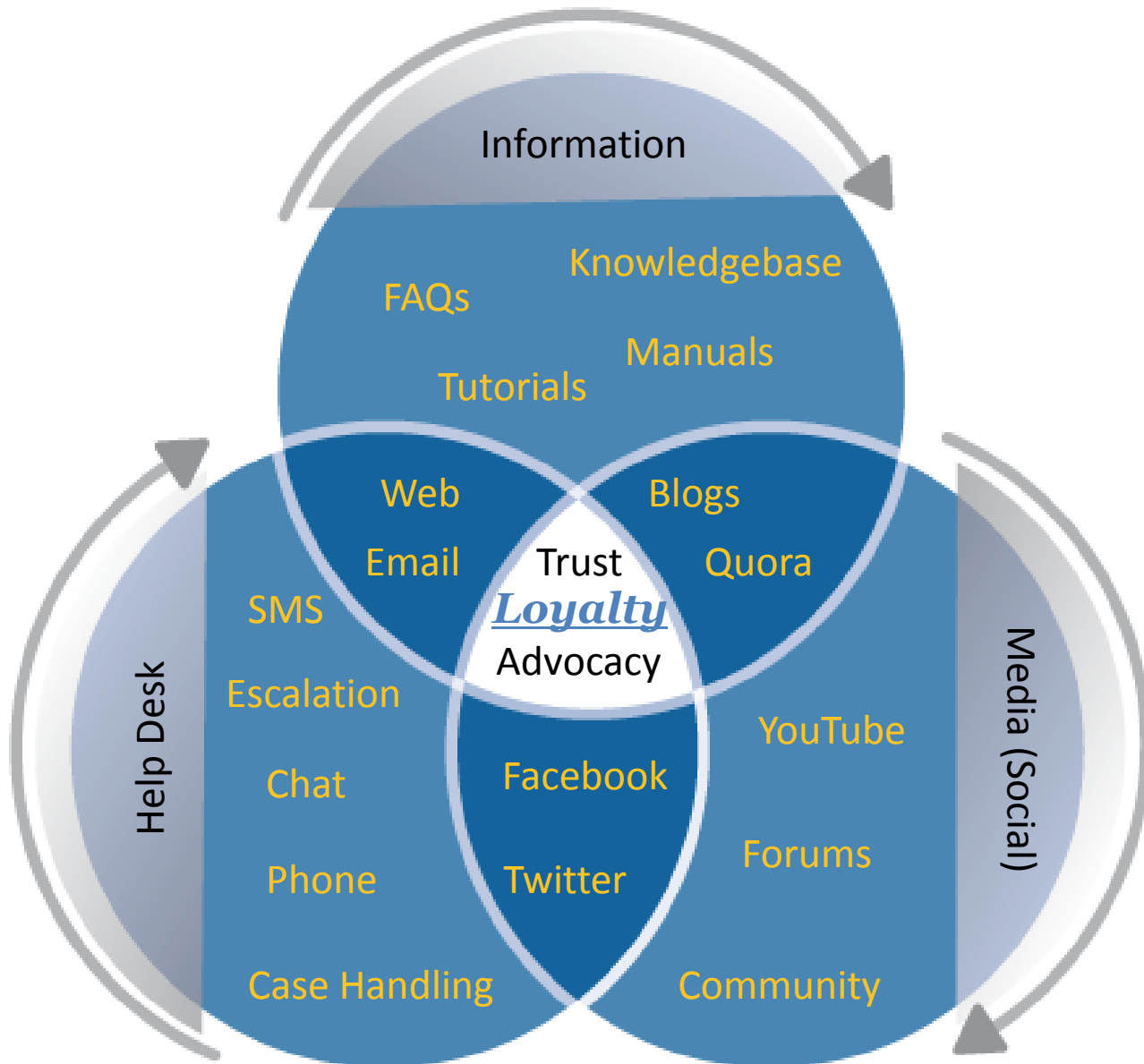


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"And you deliver anywhere, right?"

It is about Customer Service Experience

The Service Perspective



5 Things Customer Service Should Consider:

- Be accountable for Customer Service Experience, Customer Experience is much bigger
- Phone skills are still important, statistics tell the tale
- The most important person is the person you are talking to right now
- Don't assume someone else will answer the question, be the one that answers the question
- Customer Service is not the new Marketing, it is Customer Service

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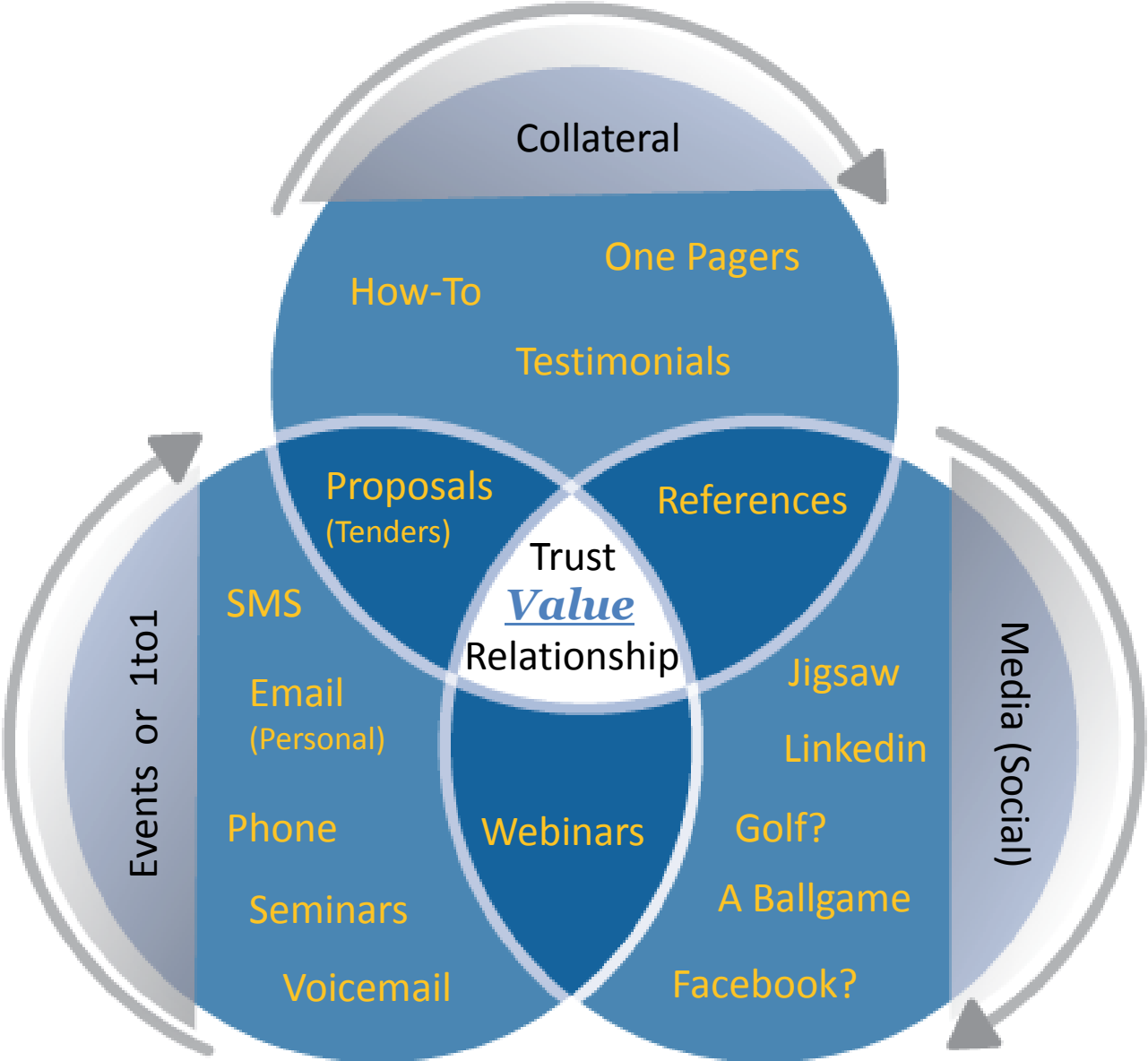


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'DARLING, I'M JUST COLLECTING MY PENSION.
IS THERE ANYTHING WE NEED FROM THE SHOPS?'

There are a lot of 'Do it yourselfers' out there

The Sales Perspective



5 Things Sales Should Consider:

- Future customers do not want to be your BFF
- Social Media is great competitive intelligence tool – which cuts both ways
- Sales is more a user of Social Media, use it to prepare, that is not wrong
- You do not have to Blog or use Twitter – But, respect those that do
- You are traditionally the most Social part of the organization – that has not changed

