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The Rise of the Social Enterprise

By Rupa Shankar, Shahnawaz Khan
Happiest Minds, Social Computing Practice

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Social media is transforming how we connect and share in our personal lives and—increasingly—in business. Our customers are just as likely to look for us on Facebook as they are to visit our corporate website. Internally, we work more productively when we can easily collaborate with our colleagues online.

Weaving a social context into your business is quickly becoming a prerequisite for success. How do you build a twenty-first century marketing capability that can navigate the new social reality and whatever comes next. It's time to delight your customers by engaging with them—and your employees—in new and powerful ways.

Happiest Minds Technologies welcomes you to the Social Enterprise!

COMPANIES AROUND THE WORLD ARE USING SOCIAL COMPUTING TO HUMANIZE THEIR BRANDS

A little more than a decade back there was a significant shift in the way people interacted with each other: the web came to the workplace and became a serious business tool for organizations. Today, the evolution continues. A Socially-Enabled Business means that every department, from marketing to customer service to HR to sales, uses social computing the way it uses any other tool and channel to do its job.

The opportunity for marketers in social probably does not ultimately lie in paid advertising, or even in just owning a Facebook page and a Twitter account anymore. Companies can use social computing, more importantly, to humanize their brand and create loyalty by listening, acting on customers' inputs and by being available when consumers have a problem, question or compliment. Adoption of this strategic approach to shaping a business culture is highly dependent upon executive leadership and corporate strategy, including business process design, risk management, leadership development, financial controls and use of business analytics.

IMPACT OF SOCIAL GOES BEYOND MARKETING

The power of Social Computing Technologies goes beyond marketing. A Socially-Enabled Business uses social technologies in every aspect of the business. Some key differences among organizations that utilize social computing strategically to create a sustainable competitive advantage and those that don't are as follows:

- Integrate social computing with sales, marketing and service processes.

- Integrate social data with traditional CRM data to find ways to more meaningfully engage with customers.

- Integrate social computing with sales processes.

These next-gen organizations who seek to build long-term relationships with customers are more likely to:

- Use social media to capture the voice of the customer and insights, and embed it with current product development and research process.

- Leverage social media to improve customer service, retention, create better interactions with customers and prospects.

- Enjoy cost efficiencies gained by enabling customer service via self-service channels (social, email, phone, blogs)

Happiest Minds can arm companies world-wide with the right solutions and methodologies to become a socially-enabled business. This will help organizations to:

Foster deeper and longer-lasting customer relationships

- Customers are voicing their opinions about your brands and that of your competition. Tap into these conversations – implement enterprise-wide tools to monitor, measure and capture these discussions by using **Social Monitoring & Sentiment Analysis.**

- Your customers are seeking immediate responses from you to their questions, comments, and compliments. They are actively vocalizing their likes, dislikes, excitements and disappointments. Be available to participate in the conversation - Build a system that empowers your **customer service** organization to join in and address customer queries on-the-spot before they escalate.

Generate new ideas faster

- Connect with the brainpower outside your company - Everyday people using their spare time to create content, solve problems, even do corporate R&D. Create platform that allows your brand teams to engage and collaborate with customers & key influencers to **crowd-source & co-create** products, develop specific ideas and get rapid feedback.

- Customers are talking about your brand and product/service category whether you are tuned in or not. Create a framework to **map social data and integrate** existing customer records in current transactional systems with their social profiles to mine conversations, profile data and develop new insights and tailored offerings.

Increase brand affinity, salience and capturing brand value

- Customers are turning a blind eye and a deaf ear to ads-both traditional and non-traditional. In order to increase brand salience and affinity in a highly fragmented and contested media space, create useful, usable and enjoyable **social apps** for customers. Social apps also enable brands to increase reach by leveraging the power of customers' peer and influencer networks to elicit participation and engagement.

- Go beyond the usual customer touch points and sales channels to engage with and help customers make purchases on Facebook, Twitter, Foursquare and other social channels. Transform your existing social marketing presence into a **dynamic, clutter-breaking social commerce channel.**

- Customer contribution leads to engagement and **customer connectedness.** Co-creation opportunities, in which customers are invited to collaborate with a brand, for example, **user-generated content,** boosts customer connectedness, brand loyalty and affinity well beyond what traditional marketing (advertising, PR, promotion, direct) can do. Result: more interaction, more time spent and a sense of ownership in the outcome.

Enable a more effective workforce

- The social web is a goldmine of untapped sales opportunities. Use **social listening** to generate **leads** by listening to your prospects and customers online. Integrate your

data with a **social customer relationship management** system to rapidly respond to triggers and complete a sale.

- Implement a social platform that facilitates Enterprise 2.0 based collaboration, employee & partner communities and internal knowledge-sharing and innovation. In addition, enabling **enterprise collaboration** will drive the next wave of productivity gains.

- Get rapid inputs and feedback from stakeholders by connecting and engaging with them using **social surveys**.

- In order to design, deploy and access social apps seamlessly over multiple channels and integrate with both internal and external systems, create a **Social App Platform** – it's a comprehensive and integrated set of tools and technologies which provide capabilities that will help you maximize value from your application portfolio.

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at **business@happiestminds.com**

About the authors

Rupa Shankar (rupa.shankar@happiestminds.com) is a Senior Business Analyst in the Happiest Minds Social Computing Practice. She brings over 7 years of experience in Brand Management, Marketing Strategy, Digital and Social Media Marketing, Brand Integration, Content Strategy and Customer Experience Research. Most recently, she worked at ITC Limited, where she spearheaded opportunities for consumer engagement in digital and social media spaces for all ITC personal care brands. Prior to that, as an Analyst, Customer Experience, at Forrester Research, she created research that focused on the future of digital customer experiences—specifically, how companies organize, staff, and create design processes that help them deliver breakthrough experiences via websites, mobile, and other rapidly emerging digital touch points like tablets and apps.

Shahnawaz Khan (s.khan@happiestminds.com) is the General Manager and Practice Head of the Happiest Minds Social Computing Practice. He brings in-depth experience in leading cross functional teams for conceptualization, implementation and rollout of social business platforms. Most recently, he was responsible for building & managing various social computing platforms at MindTree, which were critical in winning multiple MAKE awards. Prior to that he led product development for various parts of Wisdom & Acumen—a next generation knowledge management & collaboration framework, at Srishti Software; for which it won the NASSCOM Innovation award. He is passionate about social computing and believes that, when leveraged in conjunction with mobility and analytics, it presents opportunities to create paradigm shifts in business enablement, differentiation & customer engagement.