A brief history of the Internet...

Beginning of time

yesterday
The Impact of Social Networking
A New Web, A New User Population

- Users are growing up on the Internet and share by default
- Expect social structures from all applications
- Blur the line between professional and personal relationships
- Believe email is for OLD PEOPLE
What’s the estimated cost of not engaging our employees?

$382,000,000,000 in the U.S. alone

Source: 2007, Gallup survey
Do we need to focus on Social Networking?

Social networking sites "good for businesses" (Reuters)
Posted on Wed Oct 29, 2008 10:20AM EDT
Add articles about technology to your My Yahoo! 

LONDON (Reuters) - Good news for workers addicted to Facebook, Bebo and MySpace -- a British think-tank says bosses should not stop their staff using social networking sites because they could actually benefit their firms.

The report by Demos said encouraging employees to use networking technologies to build relationships and closer links with colleagues and customers could help businesses rather than damage them.

Author Peter Eradwell said that while companies were using specific systems to share information, online social networking sites could also play a role, helping with productivity, innovation and democratic working.

However, he said there should be practical guidelines to limit non-work usage.

"Facebook and YouTube are in your face almost

"Smart" businesses recognized that social networking could not easily be separated from "professional" networking, he argued.

"In today's difficult business environment, the instinctive reaction can be to batten down the hatches and return to the traditional 'command and control' techniques that enable managers to closely monitor and measure productivity," he said.

"Allowing workers to have more freedom and flexibility might seem counterintuitive, but it appears to create business more capable of maintaining stability."

Robert Ainger, Corporate Director of Orange Business which co-produced the report, said it would be wrong of businesses to ignore the importance of networking in the current economic climate.

"The report points out that the value of networking within an economic downturn is perhaps more important than ever and I believe it could mean the difference between a business collapsing or capitalizing on the tricky conditions," he said.

(Reporting by Michael Holden, editing by Paul Casciato)
Do we need to focus on Social Networking?

Sales Productivity & Creativity

- A field sales rep spends only 22% of their time actually SELLING
- A field rep spends only 3% of their time selling the "new product"
- People are looking for solutions that help them do their job

Justifying Investments

- 55% of a sales VP's budget is devoted to "enablement" of their sales team
- A "fully loaded" field sales rep, averaged across industries, costs $500K.
- >$250K is spent per rep per year on "enablement" resources and activities.
- An additional $15k - $18k per field sales head is spent on demand gen.

Source: Alexander Group survey of 150 Fortune 500 companies, 35,000 sales reps.
What are companies using Web 2.0 to do?

Companies create social networking sites for their staffs

08:58 AM CDT on Wednesday, October 15, 2008

By SHERYL JEAN / The Dallas Morning News
sjean@dallasnews.com

When Missy Hughes, a Sabre Holdings Corp. employee in London, needed help counting swimming laps, she turned to the company’s social networking site.

To her surprise, the first of seven responses came from the Southlake-based travel company’s chief executive, Sam Gilliland, a former competitive swimmer. He suggested that Ms. Hughes break up her 80 lengths into shorter sections.

"I was delighted," Ms. Hughes said. "It proved our executives see the value of SabreTown and showed Sam to be a helpful member of the community just like anyone else." About 90 percent of Sabre employees participate in the 14-month-old program.

An employee creates a profile with work and personal information, such as hobbies and favorite travel spots. Employees can ask and answer questions, post messages, join resource groups and mark content as inappropriate.

Sabre spokesman Al Comeaux came up with the idea after employees in far-flung offices said they felt disconnected. SabreTown aims to link employees, make them feel part of the team and better share company resources. That’s a challenge when 9,000 employees are spread across 59 countries, including about 2,700 in Southlake.

Many companies have sought new ways to keep employees connected as more work is done virtually or at different offices. Automaker Nissan’s social networking site links its global employees; IBM has an online portal for employees to share their expertise; and energy company BP Group markets on virtual world sites.

"Any means allowed to help people make these connections are a good thing – whether it’s a virtual water cooler or more face-to-face contact," said Blake Ashforth, a management professor at Arizona State University. He said companies can find more success by encouraging social contact to meet people’s need to belong.

SabreTown saved Sabre more than $500,000 in its first year through reduced travel costs, time savings and lower professional fees, Mr. Comeaux said. It also increased productivity and employee collaboration, he said.

In April, employee Dipanjan De needed a translator to help with a sales pitch to visiting Vatican officials. On SabreTown, he found Fabio Cairola, a Southlake employee who grew up in Italy. Mr. Cairola also knew the industry lingo and could suggest local restaurants and shops.

Sabre inked the deal and saved about $3,000, Mr. Comeaux said.

Such results have attracted attention. In June, Sabre began to market "cubeless," a similar system for other companies. So far, two companies have signed up.

[Image link: CLICK IMAGE TO ENLARGE]

REX C. CURRY/Special Contributor

Fabio Cairola (left) offered Dipanjan De his expertise in Italian after Mr. De asked for a translator on Sabre Holdings SabreTown site. Mr. De was working on a sales pitch to Vatican officials - and landed the deal.
Are companies using Web 2.0?

% of respondents

Is your company currently using any of the following Web 2.0 technologies or tools?

- Web services: 58% (2008, n = 1,988), 70% (2007, n = 2,847)
- Blogs: 21% (2008), 34% (2007)
- RSS: 24% (2008), 33% (2007)
- Wikis: 24% (2008), 32% (2007)
- Podcasts: 23% (2008), 29% (2007)
- Social networking: 28% (2008), 27% (2007)
- Peer-to-peer: 18% (2008), 37% (2007)
- Mash-ups: 10% (2008), 11% (2007)

Source: July 2008 McKinsey Quarterly Survey on web 2.0
What are companies using Web 2.0 to do?

<table>
<thead>
<tr>
<th>Uses in 2008</th>
<th>Internal use</th>
<th>Interfacing with customers</th>
<th>Interfacing with partners/suppliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing knowledge</td>
<td>94</td>
<td>87</td>
<td>75</td>
</tr>
<tr>
<td>Fostering collaboration across company</td>
<td>93</td>
<td>91</td>
<td>83</td>
</tr>
<tr>
<td>Enhancing company culture</td>
<td>8</td>
<td>7 73</td>
<td>75</td>
</tr>
<tr>
<td>Training</td>
<td>71</td>
<td>73</td>
<td>44</td>
</tr>
<tr>
<td>Developing products or services</td>
<td>67</td>
<td>53</td>
<td>43</td>
</tr>
<tr>
<td>Internal recruiting</td>
<td>54</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>Other Internal</td>
<td>12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: July 2008 McKinsey Quarterly Survey on web 2.0
### Where enterprise applications fall short…

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Populating and maintaining data</td>
<td>52%</td>
</tr>
<tr>
<td>Getting user acceptance</td>
<td>41%</td>
</tr>
<tr>
<td>Generating meaningful analytics</td>
<td>35%</td>
</tr>
<tr>
<td>Customizing CRM applications</td>
<td>30%</td>
</tr>
<tr>
<td>Measuring CRM project ROI</td>
<td>28%</td>
</tr>
<tr>
<td>Identifying sales-process problems</td>
<td>27%</td>
</tr>
<tr>
<td>Matching technology to process</td>
<td>20%</td>
</tr>
<tr>
<td>Effectively rolling out the app</td>
<td>18%</td>
</tr>
<tr>
<td>Evaluating CRM applications</td>
<td>10%</td>
</tr>
<tr>
<td>Obtaining executive support</td>
<td>8%</td>
</tr>
<tr>
<td>Managing CRM vendor relationship</td>
<td>6%</td>
</tr>
<tr>
<td>Getting adequate project funding</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Employees are organized hierarchically...
...but work through social networks
Difference Between Consumer and Enterprise

How do we make Web 2.0 applicable?
Influence of Social Networking on Application Development

We must develop solutions that...

- Benefit the individual
- Viral adoption
- Deliver contextual information
- No data entry or training
- Provide progressive value
- Utilize social relationships
- Leverage subject matter experts
CRM in a Social Networking World

Kevin Kalb
February 12, 2009
CRM in a Social Networking World
What does the future look like?

[Image of a social networking platform interface with various sections and graphs]

My Inbox
- View #ofDays has invited you to join #ofFriends
- John Moore is sharing a presentation with you
- Shared #ofFiles would like to connect
- #ofOthers joined the #ofNetworks
- Tara Robbins is now connected to #ofPeople

Relationships Snapshot
[Graph showing connections]

About Me
Summary
I have co-founded and operated an innovative computer graphics company, a mobile marketing solutions company, and consulted for Fortune 500 companies to enable their sales and service organizations.

Interests Tags
- mobile, social networks, web 2.0, enterprise 2.0, iPhone, business intelligence

Contact Information
- Twitter ID: #ofTwitter
- Email: #ofEmail
- Cell Phone: (111) 123-4567
- Work Phone: (222) 987-6543

[Additional sections and graphs]

Enterprise Social Networks
- My Networks
- My Friends
- Shared Content

Social CRM Resource
- Social Media Library
- Social Media News

Network Tags
- #ofTags

[Additional content]

ORACLE
# CRM in a Social Networking World

What does the future look like?

## Social CRM Applications

<table>
<thead>
<tr>
<th><strong>Prospector</strong></th>
<th><strong>Campaigns</strong></th>
<th><strong>Library</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Prospector Image" /></td>
<td><img src="image2.png" alt="Campaigns Image" /></td>
<td><img src="image3.png" alt="Library Image" /></td>
</tr>
</tbody>
</table>

- **Insight on what to sell next based on analysis of buying patterns of customers with similar attributes**
- **Create sophisticated html campaigns in email, share and track the results of their campaigns**
- **Shared library to facilitate finding and sharing of sales content; PowerPoint, Word, Excel, PDF etc**
CRM in a Social Networking World

What does the future look like?
CRM in a Social Networking World
What does the future look like?
CRM in a Social Networking World
What does the future look like?

- Applications
- Search
- Google Finance
- RSS
- AJAX
CRM in a Social Networking World
What does the future look like?
Q&A