

Bridging the Gap: Social Media Insights and the Loyal Customer

Sandra Gudat and Doug Turner

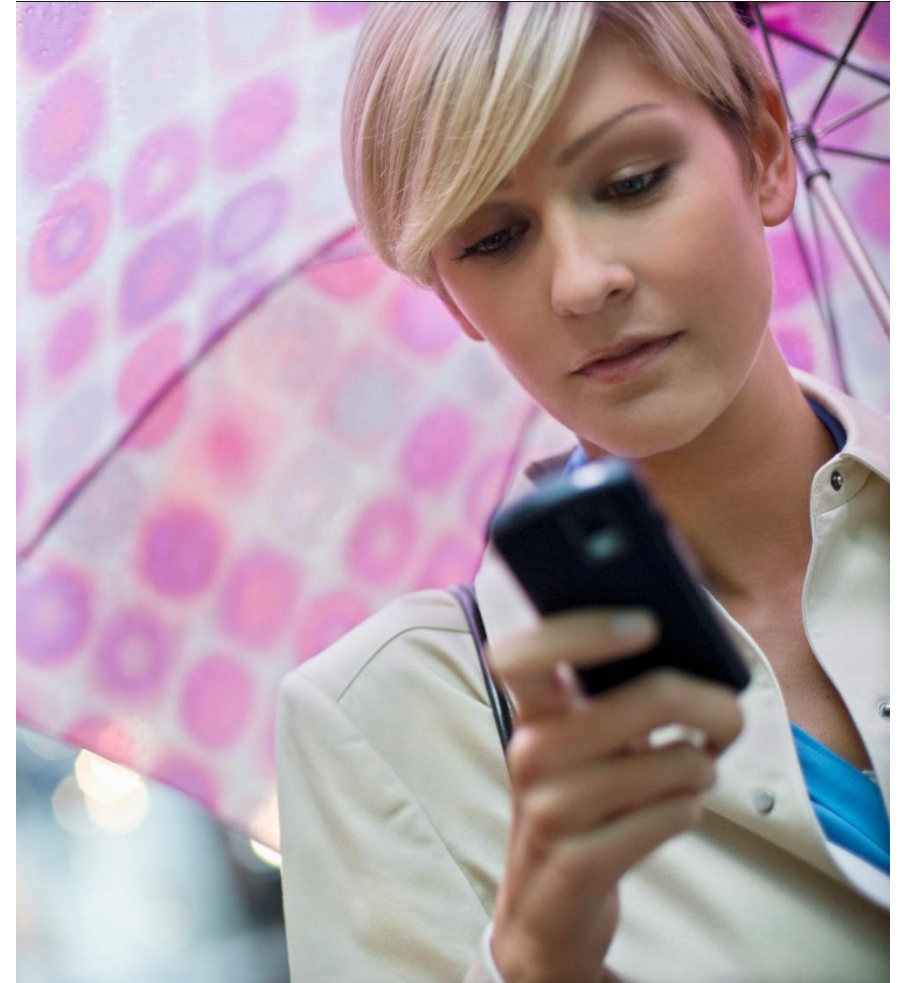
May 18, 2011

How loyalty and social media . . . communicate better

■ Send the **right** message, to the **right** customer, via the **right** channel, at the **right** time

■ Respond
■ Explain
■ Thank

■ Without interaction, you have a vacuum



Operate better

Deliver offers that resonate

Right response rate

Right margin

Right customer experience

Listen to your customers

Channel preferences

Desired content

General demographics





REI Find Out

[Group Pool](#) | [Discussion](#) | [368 Members](#) | [Map](#) | [Join This Group](#)

Group Pool [777 photos](#) | Only members can add to the pool. [Join?](#)



From [ydant](#)



From [ChilledFresh](#)



From [cedccb](#)



From [iamdougsflickr](#)



From [cedccb](#)



From [bloodyeyeballs](#)



From [FrankenStern](#)



From [FrankenStern](#)



From [FrankenStern](#)



From [WaywardSuns](#)



From [WaywardSuns](#)



From [WaywardSuns](#)

About REI Find Out

Submit favorite photos of yourself or other REI members enjoying the outdoors. Whether daring or playful; families, friends or solo adventurers, they're all good!

As a co-op, REI encourages a sense of community among members and sharing photos is one way to do that. We hope to share photos that show how REI members enjoy the outdoors.

Find Out what it means to get outside by viewing this growing collection of great photos!

Additional Information

[» More](#)

- This is a **public** group.
- Members can post 3 things to the pool each day.
- Accepted media types:
 - Photos
- Accepted content types:

Value-added content

Why consumers friend or follow a brand:

64% to learn about specials and sales

62% to learn about products, features, and services

35% to find entertainment

30% to learn about the company

Max connectors:

61% learn about products, features, and services

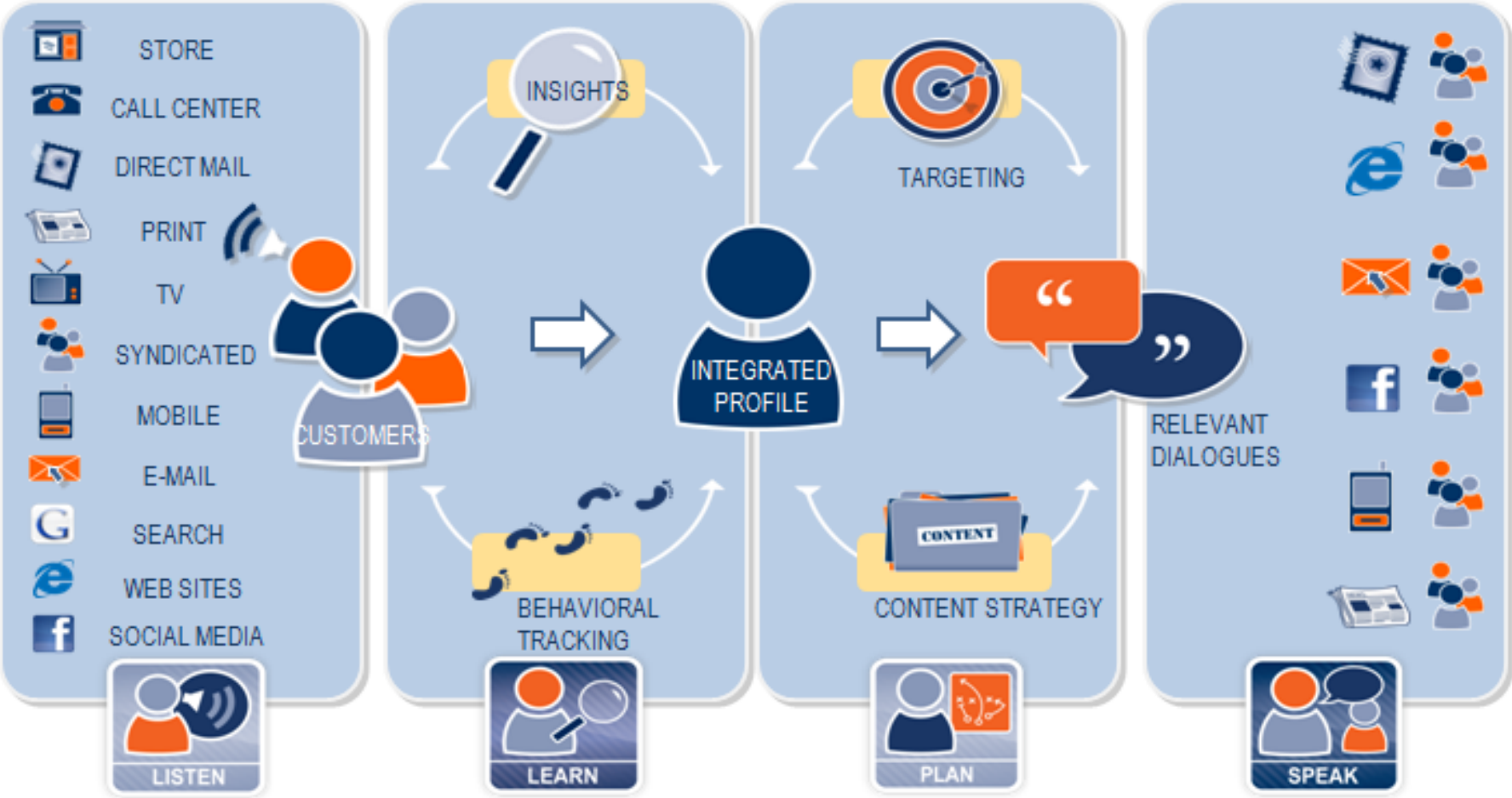
48% learn about the company

46% learn about sales

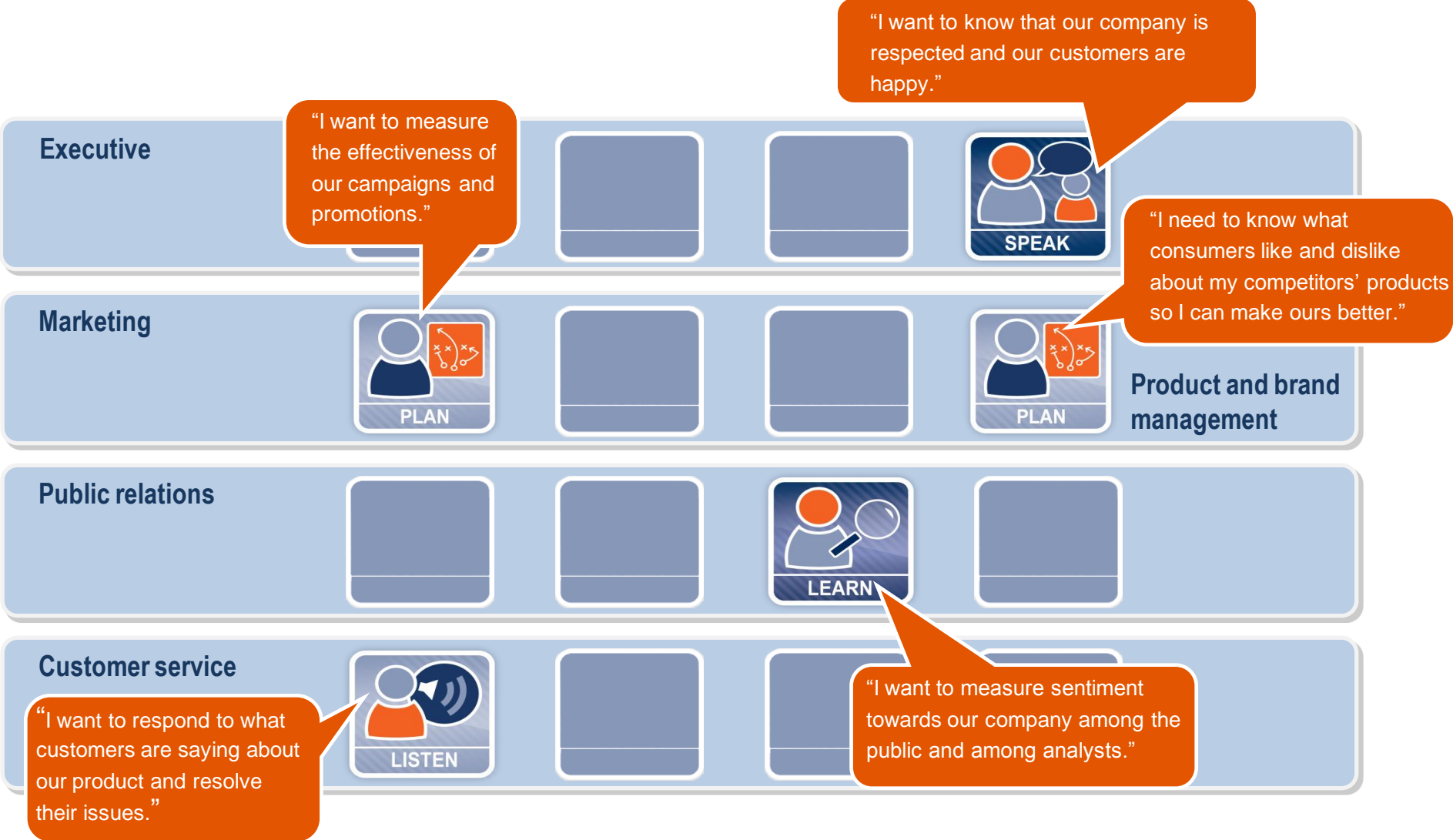
37% entertain



Customer engagement framework



Customer engagement framework



Understand better

“More than 90 million tweets a day”



1. People are talking about you
2. People want to be heard
3. It is not all noise
4. Social media is the next customer service channel
5. Social media can deliver bottom line results

Customer service . . . hear better

Traditional forms of customer service

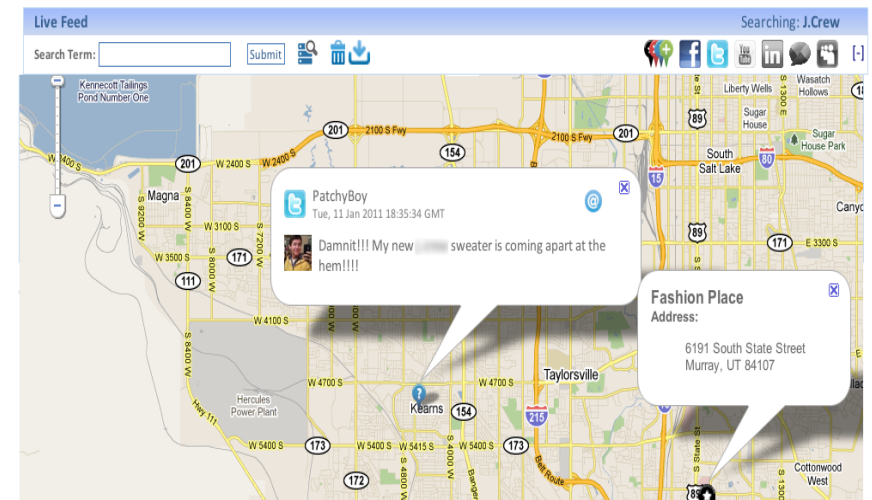
Telephone, e-mail, and Web site chat

Only hear customers who choose to talk to you

Social media provides an alternative channel

Twitter, Facebook, YouTube, blogs, and forums

Listen and engage with customers directly



Brand and product management . . . collaborate better

Brand and product managers need to understand sentiment

Research trends in brand perception, attitude, and behavior of target customer

Realize traditional research is expensive and limited to samples

Social media analytics collect unsolicited opinions and endorsements

Listen outside traditional focus groups and surveys

Find opinions you didn't know about – unmet needs and competitive advantage



Marketing communications . . . message better

Shift to using social media instead of traditional channels

For example, a conversation with major personal watercraft manufacturer

Reduce traditional marketing by 75% (from US\$15 million)

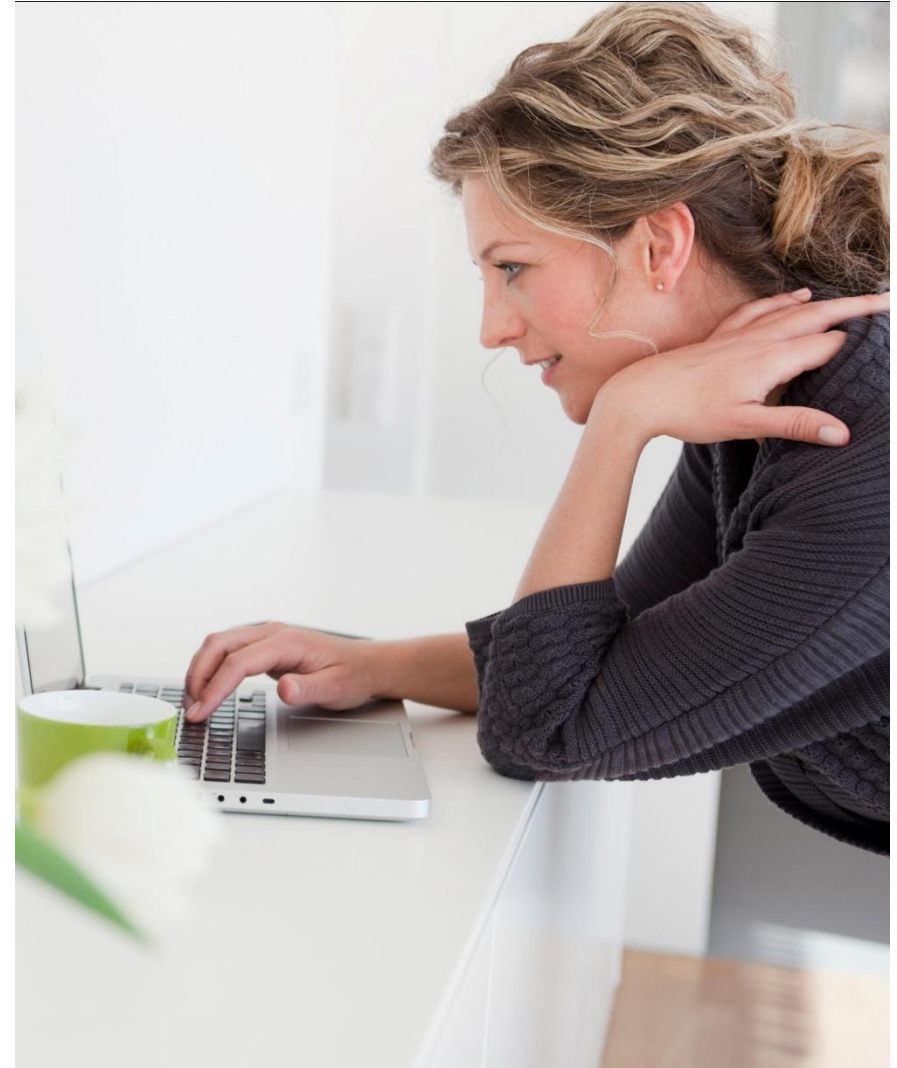
Campaign and promotion tracking

Measure effectiveness through store traffic, sales, information requests, Web site traffic, click-through, and so on

Social media is an alternate channel

Search number of mentions and sentiment before and after campaigns

Discover communication that specifically mentions campaigns or promotions





Thank You!

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

Microsoft, Windows, Excel, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.

IBM, DB2, DB2 Universal Database, System i, System i5, System p, System p5, System x, System z, System z10, System z9, z10, z9, iSeries, pSeries, xSeries, zSeries, eServer, z/VM, z/OS, i5/OS, S/390, OS/390, OS/400, AS/400, S/390 Parallel Enterprise Server, PowerVM, Power Architecture, POWER6+, POWER6, POWER5+, POWER5, POWER, OpenPower, PowerPC, BatchPipes, BladeCenter, System Storage, GPFS, HACMP, RETAIN, DB2 Connect, RACF, Redbooks, OS/2, Parallel Sysplex, MVS/ESA, AIX, Intelligent Miner, WebSphere, Netfinity, Tivoli and Informix are trademarks or registered trademarks of IBM Corporation.

Linux is the registered trademark of Linus Torvalds in the U.S. and other countries.

Adobe, the Adobe logo, Acrobat, PostScript, and Reader are either trademarks or registered trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Oracle and Java are registered trademarks of Oracle and/or its affiliates.

UNIX, X/Open, OSF/1, and Motif are registered trademarks of the Open Group.

Citrix, ICA, Program Neighborhood, MetaFrame, WinFrame, VideoFrame, and MultiWin are trademarks or registered trademarks of Citrix Systems, Inc.

HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C[®], World WideWeb Consortium, Massachusetts Institute of Technology.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. No part of this document may be reproduced, copied, or transmitted in any form or for any purpose without the express prior written permission of SAP AG.