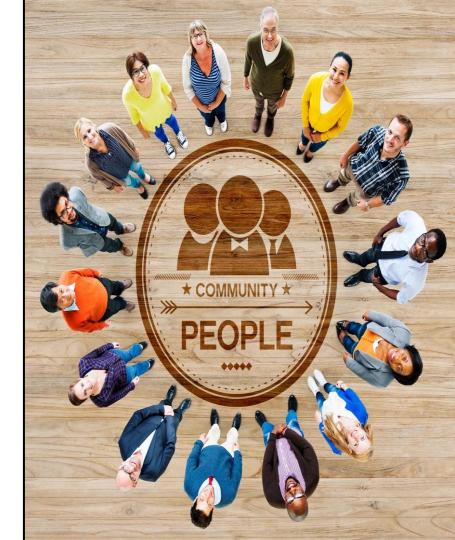


Services Catalogue

Yasmina Fahmy Founder & CEO



ESN Purpose & Strategy "Internal & External Profiles"

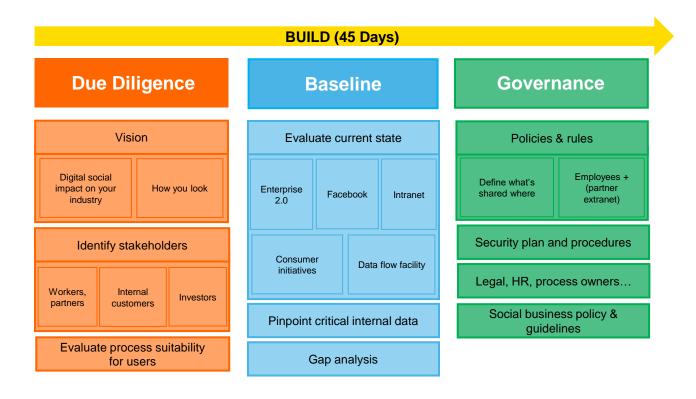
Strategy	Social Intranet	Employee Engagement	Employee Support	Customer Engagement	Marketing Engagement	Partner Support
	6 6	+++			74	结
Purposes	Stay mobile and connected Share through modern medias Collaboration hub	Accurate communicatio ns Keep employees motivated	Leverage the skills Become self-sufficient Improve processes	Increase customer satisfaction Lower support costs Deflect calls	Drive brand affinity Innovate with customer insights Deliver great experiences	Build stronger relationships Develop longterm loyalty Train and educate
	Internal Community			External Community		



Enterprise Social Business
Digital Consulting (Feasibility &
Adoption Strategy)



Enterprise Social Business Feasibility



Enterprise Social Business

Adoption Strategy

BUILD (45 Days)

Ecosystem Audit

Assess digital social environment

Identify & rank stakeholders

Create stakeholder personas

Engage stakeholders leaders

Influencer analysis

Organization Audit

Define stakeholders activities/ work streams

Map USP "unique selling proposition" to digital social venues

Assess resources to engage Stakeholders

Organization analysis

Mitigate gaps

Finalize social business strategy

Social Network Modelling

Create social network life cycle model

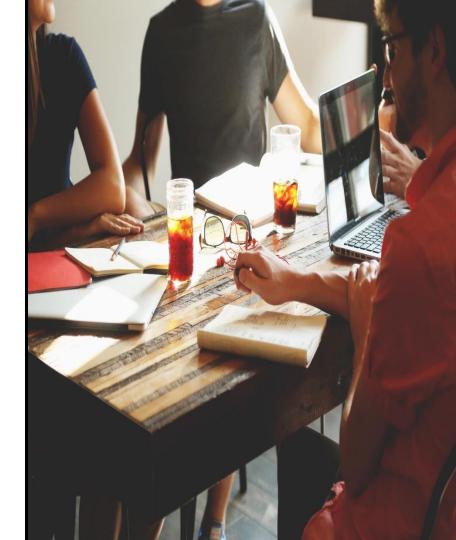
Define metrics schema & baselines

Social monitoring platforms & processes

ESN vendors competitive intelligence & recommendations



Enterprise Social Networks
Tailored Business Implementation



Enterprise Social Networks Tailored Business Implementation

(180 Days) **DESIGN** LAUNCH **BUILD SET UP ROLL OUT** INTERLOCK Community utilization Set business readiness plan Business governance model in reporting action V Set business governance $\overline{\mathsf{A}}$ Community animation Configure stakeholders model support permissions Business use case definition Prepare community user guide √ **Dedicated community** management support Translate business use cases to technical design prototype Launch training package Implement technical design Basic user & community management training V Import platform data Custom. Getting to Work & know create manage Advanced community **INCLUDED** management training **OPTIONAL**





Enterprise Social Networks Business Value Selling Training

Training Agenda:

- What is ESN "Enterprise Social Networking"?
- ESN technology new disruptive innovation
- ESN intranet & extranet communities profiles
- ESN features
- ESN benefits
- Why ESN? (current sales & marketing challenges and solution)
- ESN types per industry
- ESN return on investment
- ESN vendors
- ESN live corporate examples

Duration:

12 Credit Hours

Enterprise Social Networks Adoption Strategy Execution Training

Training Agenda:

- ESN governance model
- How to measure community utilization
- Difference between ESN intranet & extranet
- ESN gamification
- ESN adoption strategy enablement
- How to measure ESN return on investment
- How to drive business using ESN
- ESN community animation techniques
- ESN ideation
- Live ESN community project

Duration:

15 Credit Hours



Enterprise Social Networks
Community Management Support



Enterprise Social Networks Dedicated Community Management Support

Purpose:

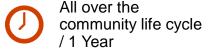
- Ensure the successful run operations of the community
- Ensure community animation techniques and SLAs are met
- Support in the community successful adoption and active participations of users
- Ensure the community KPIs are met

Description of the service:

- Dedicated community management support
- Community animation support

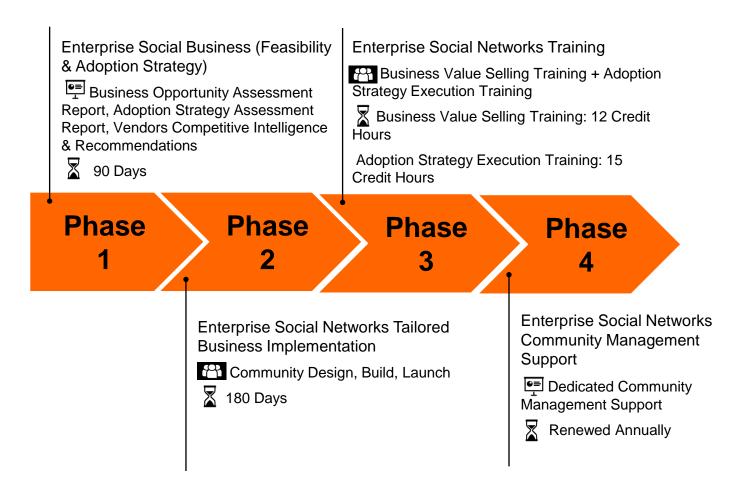
Deliverables:

- Engagement techniques to boost participation
- Quarterly adoption check on the community performance
- Reporting once there is an adoption issue and propose corrective actions to maximize community adoption



ESN Full Services Catalogue Portfolio





^{*} ESN services catalogue doesn't include the platform which will be bought from the vendor (ESN Partner)

Thank you