ESN

Services Catalogue

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ESN Purpose & Strategy

"Internal & External Profiles"

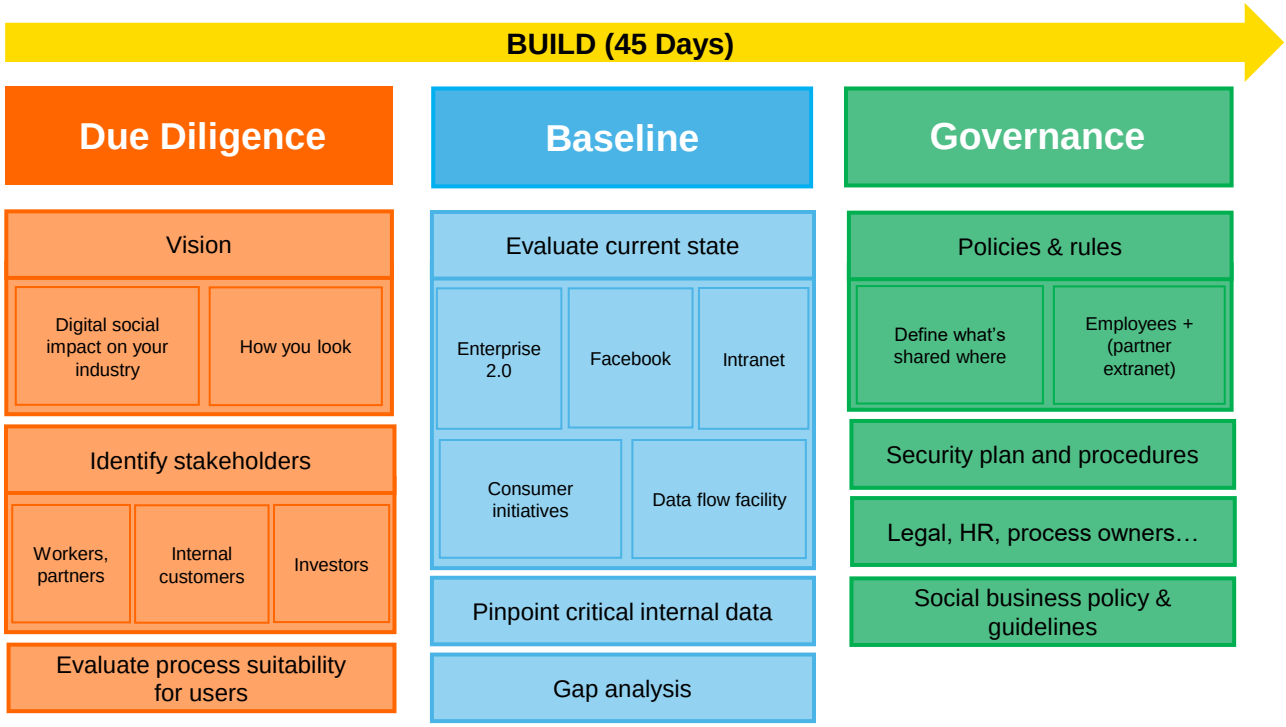
Strategy	Social Intranet	Employee Engagement	Employee Support	Customer Engagement	Marketing Engagement	Partner Support
Purposes	Stay mobile and connected Share through modern medias Collaboration hub	Train and align Accurate communications Keep employees motivated	Leverage the skills Become self-sufficient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

#1

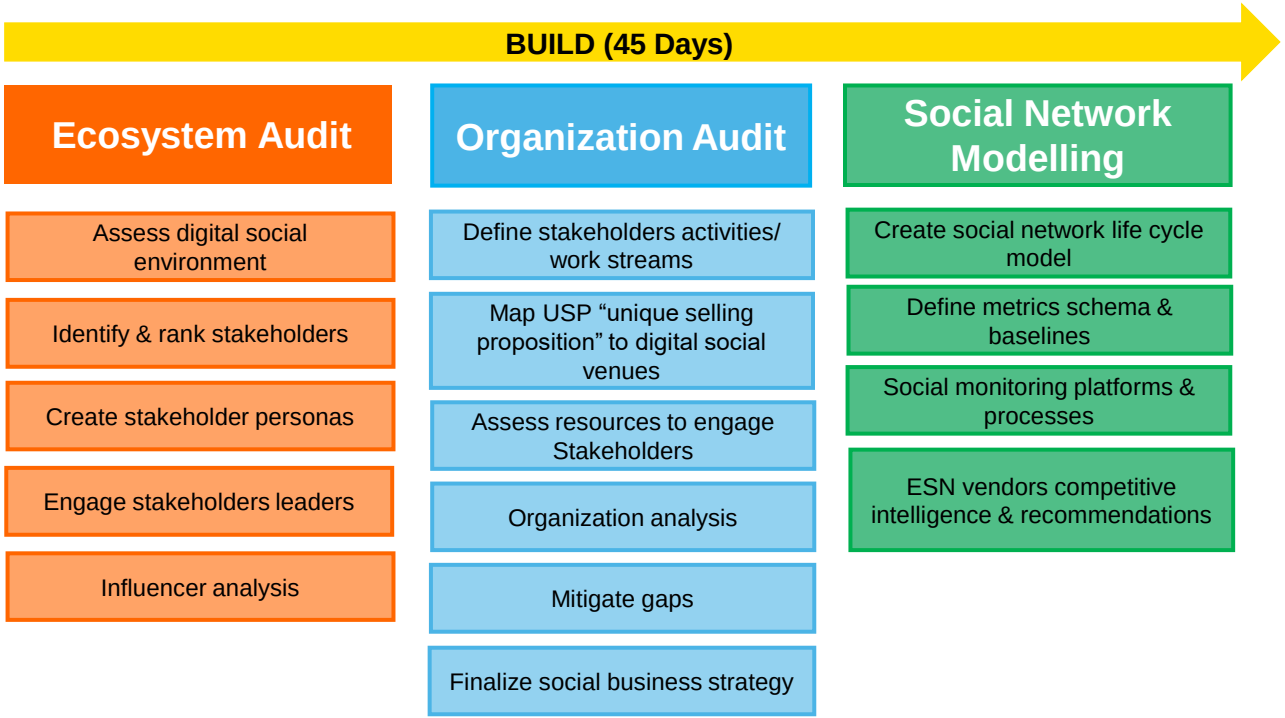
Enterprise Social Business

Digital Consulting (Feasibility & Adoption Strategy)

Enterprise Social Business
Feasibility



Enterprise Social Business
Adoption Strategy

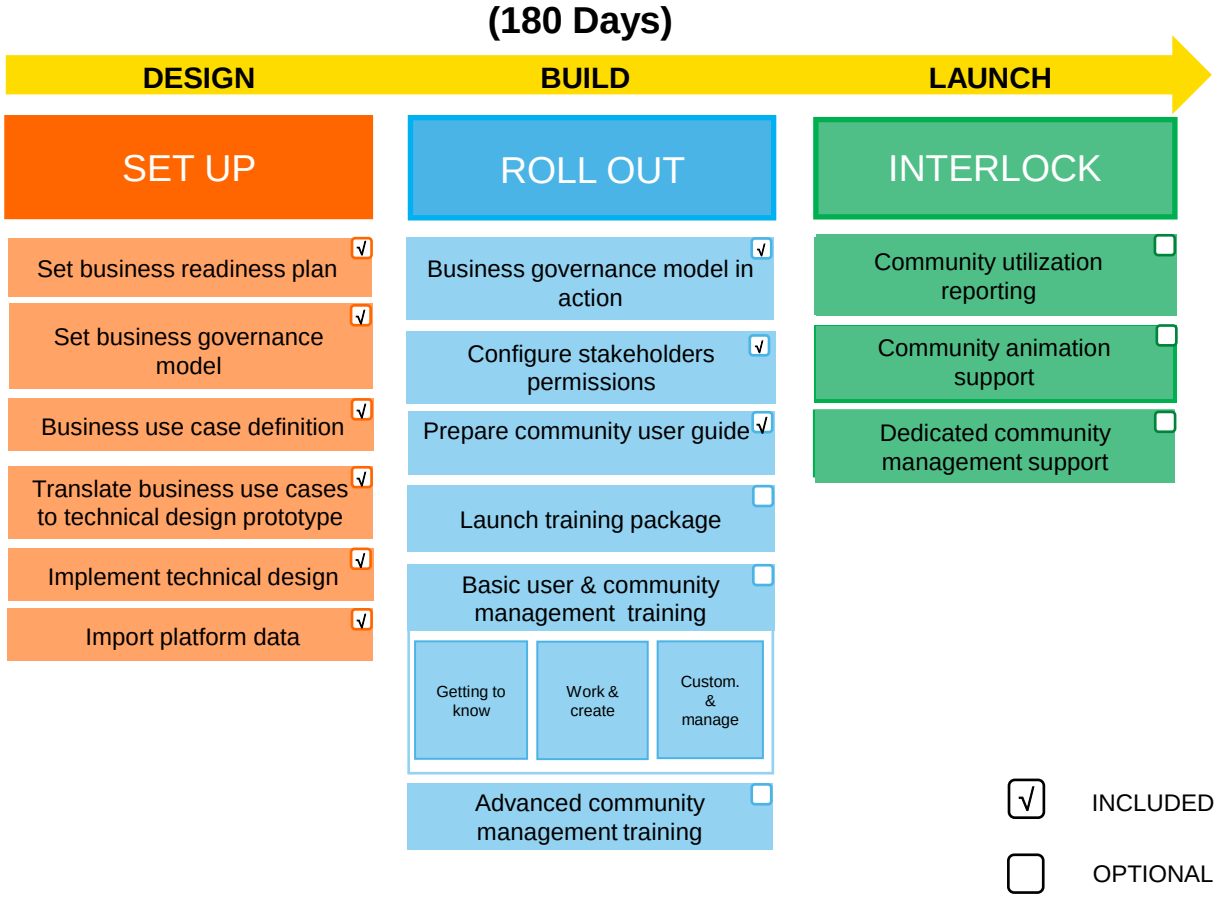


#2

Enterprise Social Networks

Tailored Business Implementation

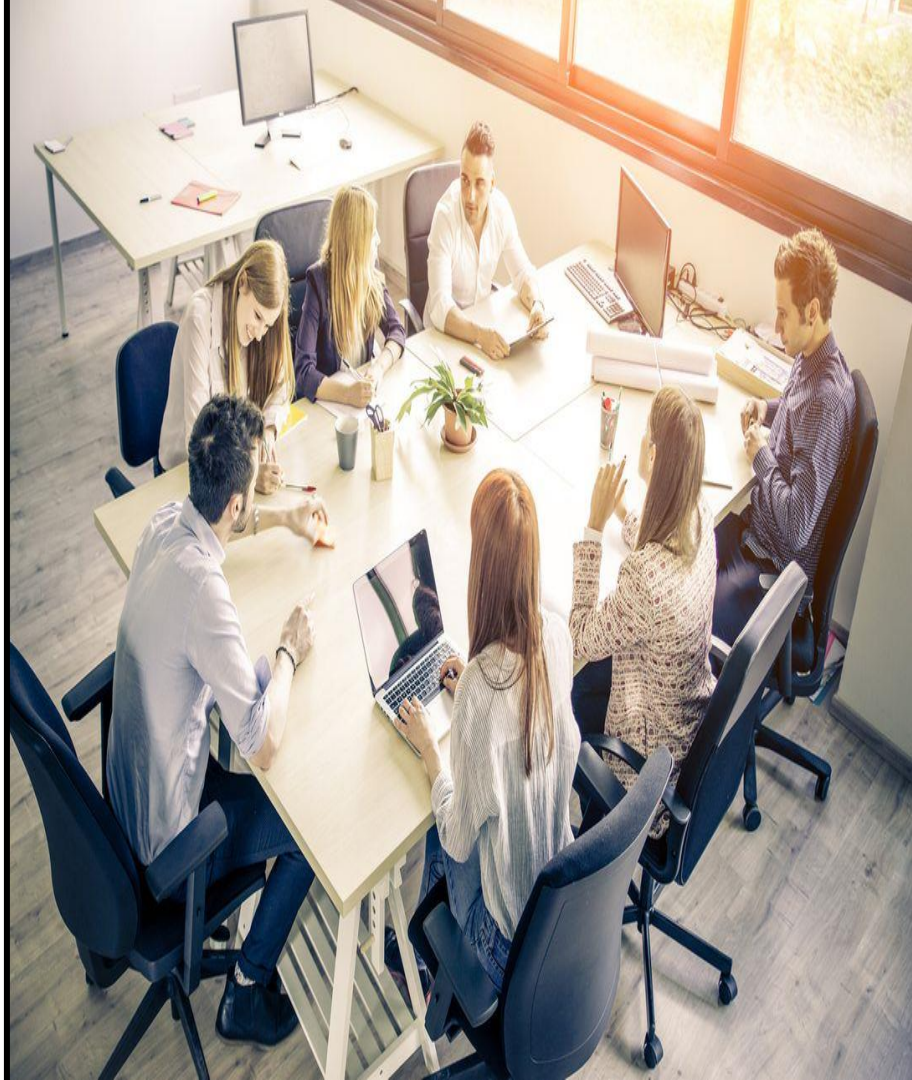
Enterprise Social Networks Tailored Business Implementation



#3

Enterprise Social Networks

Training



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

#4

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

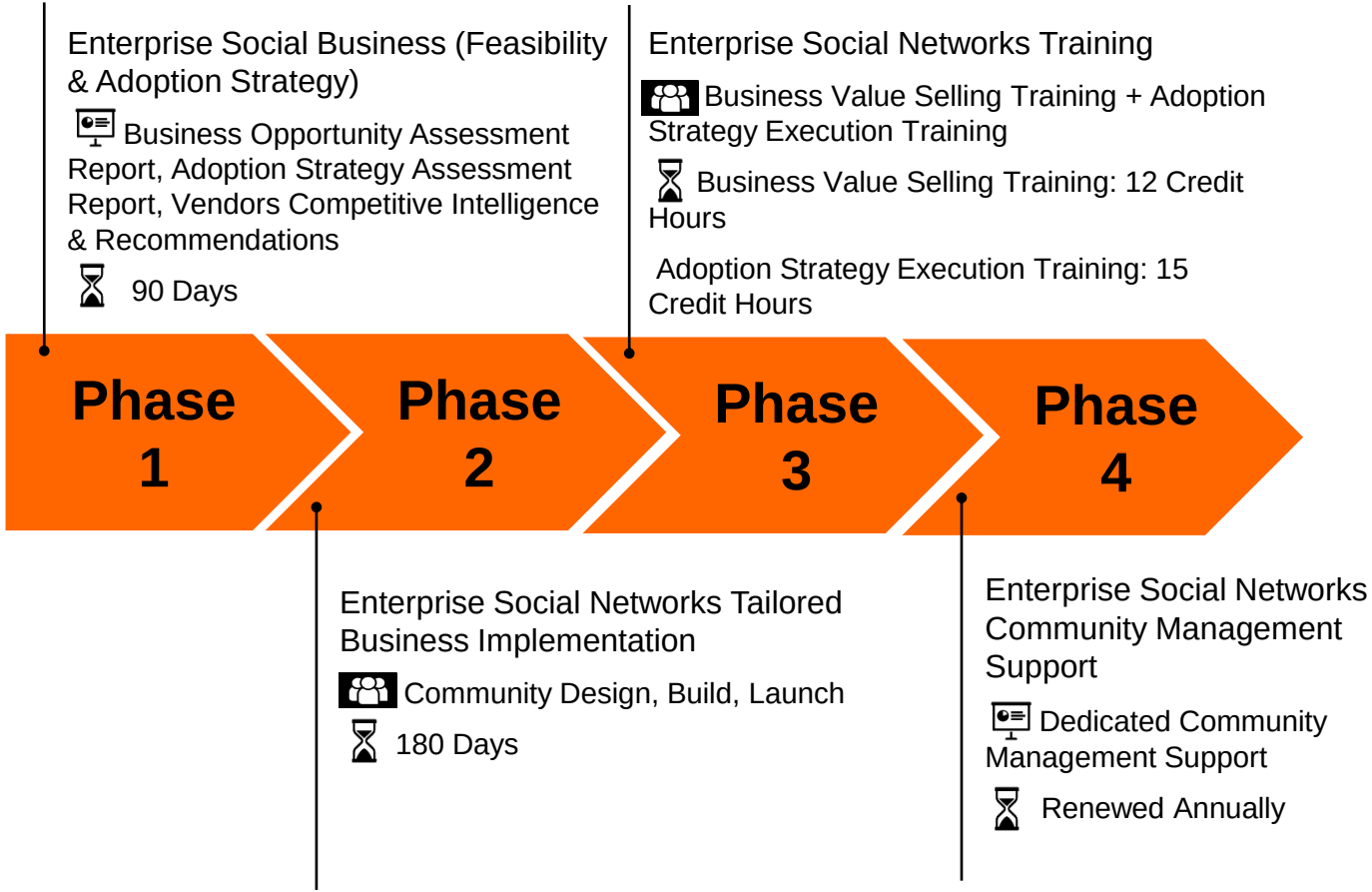
Description of the service :
- Dedicated community management support
- Community animation support

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

All over the community life cycle / 1 Year

ESN

Full Services Catalogue Portfolio



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

Thank you