

ISMM FINAL TERM

SOLUTION

MID TERM SOLUTION

Q.1.Social Feedback Cycle with Diagram

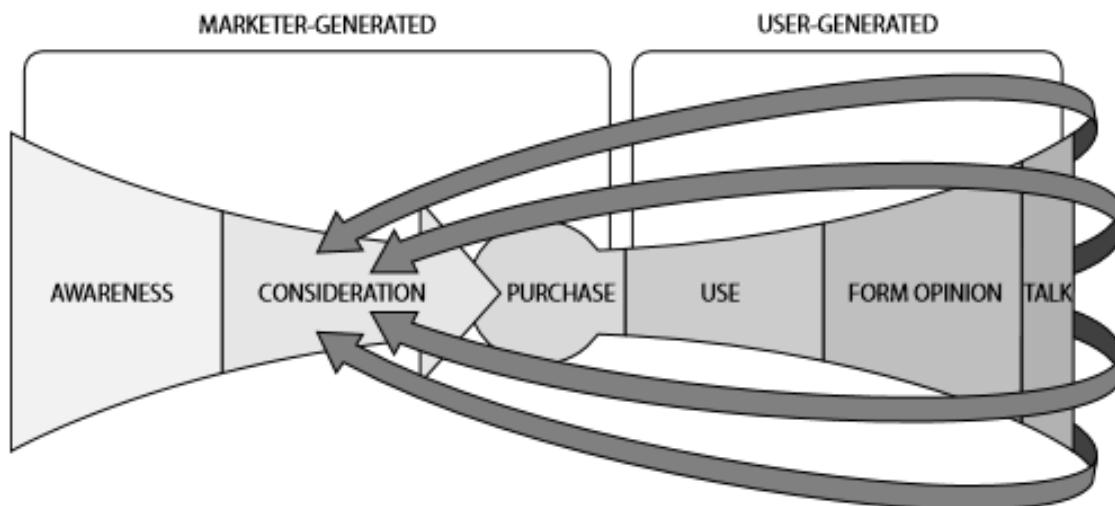


Figure 1.1 The Social Feedback Cycle

Open Access to Information

- it forms the basis of social business
- social feedback loop really represents is the way in which Internet-based publishing
- social technology has connected people around business or business-like activities

- social connectivity applies between a business and its customers (B2C), between other businesses (B2B)

Social Business: The Logical Extension

- Social business follows right on the heels of the wave of interest and activity around social media and its direct application to marketing
- Social business is the logical extension of THE SOCIAL FEEDBACK CYCLE
- Social business takes social concepts—sharing, rating, reviewing, connecting, and collaborating
- becomes more about change management than marketing. That's a big thought.
- Ideas for product or service innovation
- Early warning of problems or opportunities
- Awareness aids (testimonials)
- Market expansions (ideas for new product applications)
- Customer service tips that flow from users to users
- Public sentiment around legislative action, or lack of action
- Competitive threats or exposed weaknesses

Social Business Is Holistic

- Larger than the loop that connects sales with marketing
- one of the areas considered as part of traditional Customer Relationship Management (CRM)
- the Social Feedback Cycle literally wraps the entire business.

The Connected Customer

If Customers will well connected on social media then social business takes two added steps.

- First, social business practices provide formal, visible, and transparent connections that link customers and the business.
- Second, because employees are connected and able to collaborate—social business and Web 2.0 technology applies internally just as it does externally

Q.2.The Social Web and Engagement

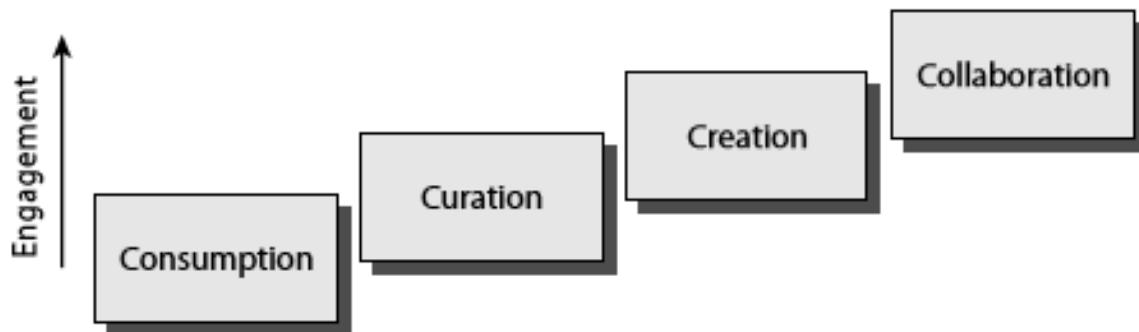
This next section provides a conceptual starting point in understanding how the critical activities of engagement and response are enabled through the adoption of social technology and supporting processes.

It's a different viewpoint than that which applies to "engagement" in traditional media.

Engagement on the Social Web means customers or stakeholders become participants rather than viewers.

The Engagement Process

Engagement is central to the effective use of social technology and the creation of social business.



Consumption

- The first of the foundational blocks in the process of building strong customer engagement is consumption.
- Consumption, as used in the context of social media, means downloading, reading, watching, or listening to digital content.
- Consumption is the basic starting point for nearly any online activity, and especially so for social activities.

Curation

- Curation is the act of sorting and filtering, rating, reviewing, commenting on, tagging, or otherwise describing content.
- Curation makes content more useful to others.
- Curation also happens more broadly, at a general content level.
- Curation is an important social action in that it helps shape, prune, and generally increase the signal-to-noise ratio within the community.

Creation

- Beyond curation is what is more generally recognized as “content creation.”
- content creation requires that community members actually offer up something that they have made themselves.
- “You can upload your photos!” by itself is generally not enough. How do you encourage creation.
- Step 1 is providing tools, support, help, templates, samples, and more.
- The less work your members have to do the better.

Collaboration

- Finally, at the top of the set of the core social-business building blocks is collaboration.
- Collaboration is a key inflection point in the realization of a vibrant community and the port of entry for true social business.
- Collaboration is necessarily strong social actions than all other engagement processes.
- Collaboration occurs naturally between members of the community when given the chance.

The Engagement Process and Social Business

- Taken together, the combined acts of consumption, curation, creation, and collaboration carry participants in the conversations around your business from readers to talkers to co-creators.
- Two fundamentally important considerations that are directly applicable to your business or organization come out of this.

- First, your audience is more inclined to engage in collaborative activities—sharing thoughts, ideas, concerns—that include you.
- Second, because your customers or other stakeholders have moved from reading to creating and collaborating, they are significantly closer to the steps that follow collaboration as it leads to engagement: trial, purchase, and advocacy.

consider the following for better understanding

- You don't get to the really good results until you go through the necessary venting of people you've previously ignored: Opening up a dialog gives you a natural way to enable venting and healing.
- The way you deal with negative issues is an exhibition of your true character: become a master and reap the rewards.
- It's your job to understand what was really meant, given whatever it was that was actually said. "I hate you" isn't always as simple as it sounds: This kind of seemingly intense negativity may arise because the customer involved likes you enough to actually feel this way when things go wrong.
- Ultimately, your customers want to see you do well: They want your product or service to please them.

Q.3.The Operations and Marketing Connection

- "Operations" and the Marketing team in support of Customers.
- Included in "operations" are the functional areas that control product design and manufacturing, customer service and support policies, warranty services and similar.

"In other words, if Marketing is the discipline or function within an organization that defines and shapes the customer's expectation, then Operations is the combined functional team that shapes and delivers the actual customer experience."

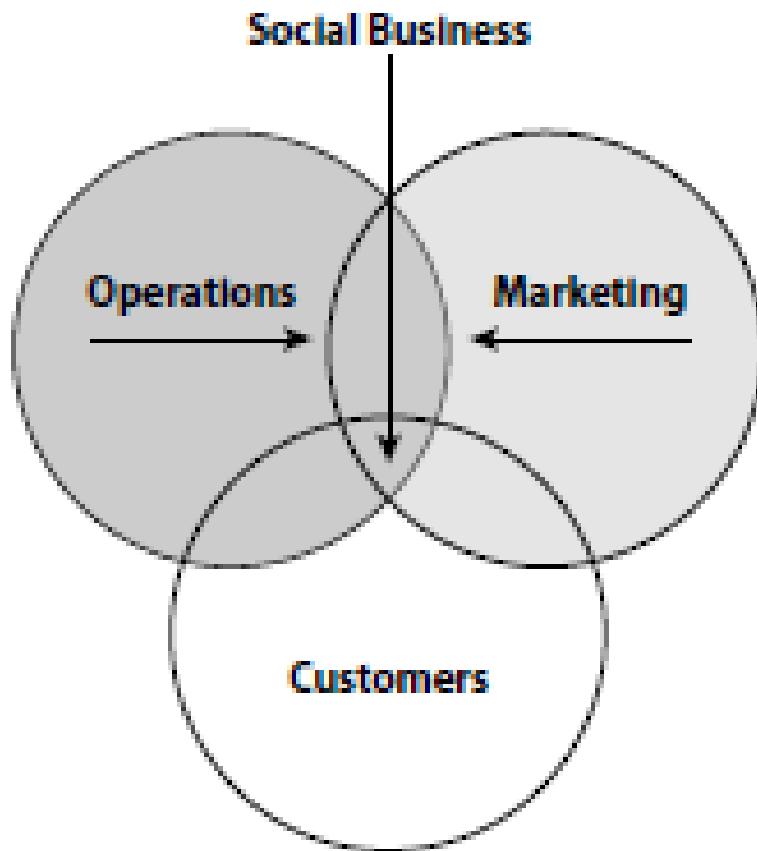


Figure 1.3 The Marketing-Operations Connection

Connect Your Team

- Social media marketing is in many ways a precursor to social business.
- Social media marketing is most effective when the entire business is responsible for the experiences and everyone within the organization is visibly responsible for the overall product or service.

While connecting your team you have to face following things and you have to come out of these bravely.

- We don't have the internal resources and time.
- We lack knowledge and expertise.
- Not till you show me the value and ROI.
- We don't have guidelines or policies.
- It's for young kids—not for our business.

- Our customers will start saying bad things.

Who is that larger team, and how do you build it?

- Your legal team can help you draft social media and social computing policies for distribution within the organization.
- You can connect your customer service team through social analytics tools so that they can easily track Twitter and similar Social Web conversations, and using low-cost listening tools.
- You can outsource the development of a relevant business application for your Facebook business page or other community site to a qualified technology partner.
- Enlist your own customers.

Your Customers Want to Help

- While it may surprise you, your own customers are part of the solution.
- They are often the biggest source of assistance you've got.
- Collaboration of Customers provide direct inputs for the next generation of your product or service, or offer tips on what they think you can quickly implement now.

Q.4.Customer Relationships: CRM Gets Social

- In the traditional sales cycle, CRM (customer relationship management) forms a data driven understructure that powers an overall customer life cycle.
- On the Social Web, where the customer is now becoming an integral part of the sales process, CRM is being adapted to support this new role of the customer.
- Think here specifically about the Social Feedback Cycle and the role of a brand ambassador, or an advocacy program that plays out in social media.

The Women's Fund of Miami-Dade County

- The Women's Fund of Miami-Dade County serves women and girls in the Miami area.
- The purpose of the organization is supporting and working with women and girls through programs that stress self image, pride, self reliance, a sense of belonging, and purpose in their community that result in their reaching full potential as individuals.
- This also give the strength to business and managing the CRM more concisely.
- Working with Tasha Cunningham, the Women's Fund did the following:
- 1. Created content in easy-to-consume formats. Recall that consumption is the first building block in social engagement. Podcasts, YouTube-embedded videos, and similar forms of content were used.
- 2. Leveraged this new content as conversation starters. Participants were invited to rate, review, comment—to curate—and thereby to move themselves up the social engagement ladder. The Women's Fund's "Real Women, Real Voices" campaign resulted.
- 3. Connected this content to the actual, real-world impact of the organizations' grants and donors programs. Participants are now able to see directly what happens as a result of their participation whether through time, financial contribution, or the investment of personal social capital—recommending to a friend that he or she consider supporting The Women's Fund, for example—thereby completing the engagement cycle.
- 4. Internally, The Women's Fund undertook a web-based extension of its Social CRM system to connect its staff with donors, board members and supporters, completing the collaborative cycle.
- Taken together, The Women's Fund of Miami-Dade County is tapping Social CRM in a straightforward and sensible, strategically sound manner.

Q.5.Three Levels of Social Activities

Jake McKee has created a nice articulation of the views on building a social presence advanced by Chris Brogan and others. Following this view, the activities that surround social media and social business can be thought of in three layers.

1. A Home Base

2. Outposts

3. Passports

Home base

Your home “brand” or organizational home base consists of your website, related properties, and associated microsites.

Outposts

- The outposts are the properties or sites that you do not own or control, but in which you participate and create connections.
- Twitter, Facebook, and Orkut are examples of outposts.
- Importantly, brands can have an “official” presence in these outposts, which can be managed as a part of a larger, integrated marketing and business effort.

Passports

- Passports are the places where you are invited or otherwise welcomed to participate: A guest blogging program or a blogger outreach program, for example. Note that if your participation is not overt in its connection to your business, you should take the steps needed to ensure such disclosure.
- You can read more about the concepts and best practices around the use of a home base, brand outposts, and passports here:

- <http://www.presenceframework.com>
- <http://www.chrisbrogan.com/a-simple-presence-framework>

END MIDTERM

Lecture No.9

The Social Business Ecosystem

Introduction to social technology applied to business: it pulls together the elements of the social business ecosystem profiles, applications, communities and forums, and more, and thereby provides the basis for understanding how to connect current and potential customers with the inner workings of your business or organization, where collaborative processes can take hold and drive long-term benefits.

Social Profiles

- At the center of the Social Web and the shared activities that define it are the online personas of participants: More than with prior anonymous discussion boards or cloaked personas, it's an actual identity that is of value in a business context, since it is generally the motivation of an individual to be noticed as such that drives social participation in the first place.
- Though detailed personal information is (still) generally not available except to "trusted friends" or colleagues, the use of a real name or photo in one's social profile is becoming common.
- Along with any optionally provided information, the result is a basis for understanding who it is that is actually participating.

The Profile as a Social Connector

The role of the social profile as a *connector* cannot be understated in business applications of social media. Following on the prior discussion, the social profile provides two central social elements, both of which are essential:

- A tangible personal identifier around which a relationship can be formed.
- A framework for accountability for one's actions, postings, and roles taken in the relationship that forms.

Taken together, the significance of the profile is its central role in establishing *who* is participating. When people have that basic information, they will more readily enter into functional relationships and share or transfer useful knowledge.

The Profile and the Social Graph

- It's understand that the social graph includes the set of profiles that describe the members of a social network and the interactions, activities, and relationships that connect specific profiles on the Social Web.
- In perhaps the simplest view, the social graph defines the way in which one profile is connected to another, through a friendship relationship perhaps.

Social Applications

- Taking the four basic building blocks together—consumption, curation, creation, and collaboration one possible model (there are many) for driving engagement emerges.
- Engagement can be tapped for marketing purposes by anchoring it within the context of the basic social structures—communities, social applications, and similar—and then connecting these back to your brand, product, or service. In this section, *social applications* are the focus.
- The basic process of engagement begins with content consumption and builds up to collaboration between participants in the creative process. This is the kind of activity that binds community members together.
- Taking off on this, there are specific social applications forums, collaborative tools, contests, and games among them that you can implement under your own brand to lead your participants through the steps of engagement that drive your business.

Support Forums

- Accepting that social applications are an adjunct to social networks and online communities, the starting set of applications support forums are built around the white-label social technology platforms offered by more than a few software providers. As used here, “white label” means “software application that can be branded to your specification” but is otherwise ready to use.
- The platforms may be delivered for internal use on an enterprise appliance, as an SaaS (Software as a Service) delivery, or as licensed software from providers like Lithium Technologies, Cyn.in, or Jive among many others.

Content Sharing

- If support forums and similar social applications provide the connections between communities and your business, what is it that is actually shared? This is where the content creation and sharing tools come in. Recall the engagement building blocks consumption, curation, creation, and collaboration.
- Sharing first emerges in the curation phase of engagement as people rate the works of others in a public setting.
- Content creation is almost universally undertaken specifically for the purpose of sharing.

Purpose-Built Applications

- Purpose-built applications—including so-called “widgets”—can provide a very easy way to quickly implement social behavior.
- Like communities and social applications in general, these small, purpose-built applications are designed to facilitate specific interactions between community or stakeholders.
- In contrast to communities and larger social applications which often have more than modest building costs and longer development cycles purpose-built applications can be created that literally “snap in” and can be fitted and ready for use in days or even hours.

Using Brand Outposts and Communities

- It's time to connect the basics, to put in place the beginning of a framework for a social business. In this chapter the social behaviors described so far are applied in specific social spaces think online communities here where the actual interactions, discussions, and conversations take place.
- For most businesses and organizations, the places where customers willingly spend time often engaged in conversation about the business or organization is a social network or online community that is dedicated not to brands, products, or services, but rather to other people like themselves, with interests like their own.
- You participate in the activities they are involved in with full disclosure and transparency in order to build the levels of trust that will elicit their contributions of knowledge back to you.

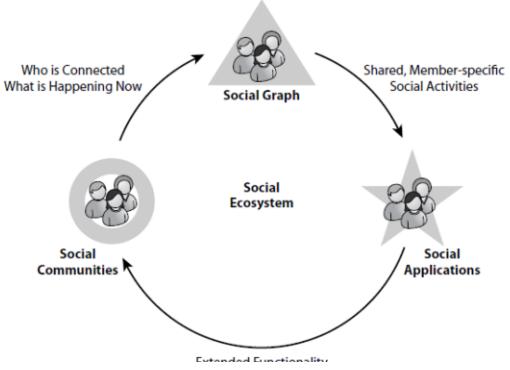
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Look at the following list of the typical places where brand outposts are established: In each of these cases, *you* are going to *them*. The following are examples of common brand outposts:

- Twitter
- Second Life Islands
- Facebook Business Pages
- YouTube Channels

The Social Ecosystem

- The social ecosystem, taken as a whole, provides three fundamental opportunities for understanding and leveraging the behaviors associated with collaborative interaction.
- These opportunities—the social graph, social applications, and social platforms—are shown in Figure.



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- **Social applications**—extensions to the core capabilities of the social platforms and software services that support social networks—provide the additional, specific functionality that makes the larger community and platforms useful to *individual* participants.
- The Aircel voicemail application and Slide's Top Friends application that extend the functionality of Facebook are examples of social applications.

Lecture No.10

Social Technology and Business Decisions

The real business challenge with the Social Web isn't social media itself, but rather its relationship to the business or organizational processes that create the experiences that are talked about in the first place. Understanding how your internal processes drive the conversations that circulate on the Social Web—and how social analytics can be used to inform business decisions and potential process changes that relates to them—is the hinge point in moving to a social business.

1.Create a Social Business

- The key to combining listening data, obtained via support forums and similar applications, and other information gathered through direct connection with your customers is that this needs to be connected to your business strategy and the processes that surround it.
- In other words, traditional marketing is largely focused on market study (both pre and post) that informs a *message*. Listening in the simple sense conveys back to you the degree to which that message was consistent with the actual experience of customers and stakeholders, including in venues that you may not have originally envisioned. To understand it better have a look on innovation cycle.

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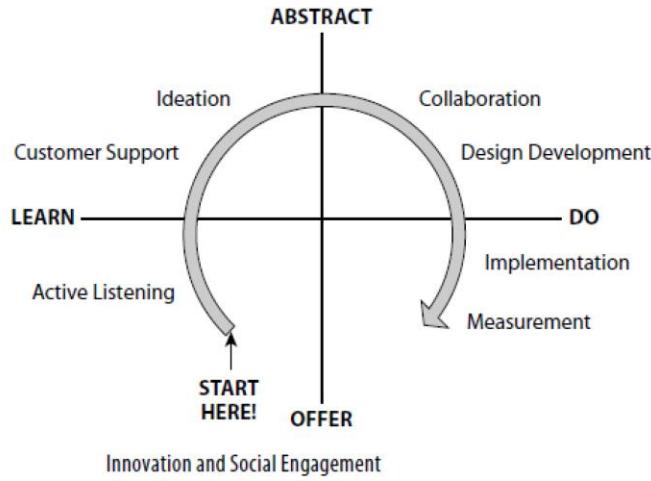
For example, an outbound marketing message may claim to be “Created for working mothers like you!” If it also turns out that the firm does not equitably promote women within the workplace, this contradiction will inevitably become known, very likely being spread through social channels.

This raises the requirements for *active listening* and the incorporation of customer feedback into your business processes.

The Innovation Cycle

- The combination of social-media-based marketing and the application of Social CRM is powerful. Connecting customer intelligence and what is learned through active listening deeply into your business results in a customer-driven innovation cycle.
- Driving your business or organization according to your business objectives is always your end goal.
- In combination with an understanding of your audience, your business objectives are what dictate the specific actions you need to take.
- As shown in given figure the connection between innovation and social engagement is directly applicable to social business and its attendant processes, including Social CRM.
- This relationship spans the stages of learning, applying the ideas gained to design, and then iterating to steadily improve (sometimes in radical steps) what is offered to customers or cause related constituents in the marketplace.

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2.Understand the Conversations That Matter

- Listening to the conversations in your marketplace is the starting point in becoming a business that deeply integrates customer input. The application of more rigorous analytics to these conversations yields clues as to how an organization might use this input to improve a product or service.
- Taken together, *listening* is by far the easiest entry into understanding what the Social Web is all about. By listening and in particular when using a dashboard-style monitoring tool you can quickly see what is being said about your brand, product, or service.
- We can understand better to conversation that matter by following three important things
- 1. Consider the Workload 2. Active Listening 3. Touchpoint Analysis

Consider the Workload

- If you've got a small brand, or you're in an industry that isn't talked about a lot, or you are a professional services consultant, realtor, or similar; you may have relatively few conversations that are of interest to you or require your attention.
- To get an idea of just how seriously businesses are taking social analytics, use Google to search for "Gatorade social media mission control."
- It's an amazing installation (myself having worked in Mission Control with NASA/JPL) from a technological perspective and a solid testament to just how important social analytics and understanding what is happening on the Social Web has become.

Active Listening

- *Active listening*, a term coined by Rohit Bhargava, implies integrating what is being talked about *outside* of your organization with the processes *inside* your organization that are driving those conversations.
- In other words, it means listening intently enough that you actually understand not only what is being said, but how and why it came about, and formulating at least a basic idea as to what you will do next because of it.

Touchpoint Analysis

- As a product manager, I was immediately drawn to the simple reality that everything I did in terms of product design came down to one customer moment.
- That moment is, of course, the point in time when a customer uses and experiences some aspect of the product I'd designed or brought to market. That moment, and only that moment, is the single truth that exists from the customer's perspective. *What happens* when your customer plugs it in, turns it on, calls with a question, or shifts it into drive.

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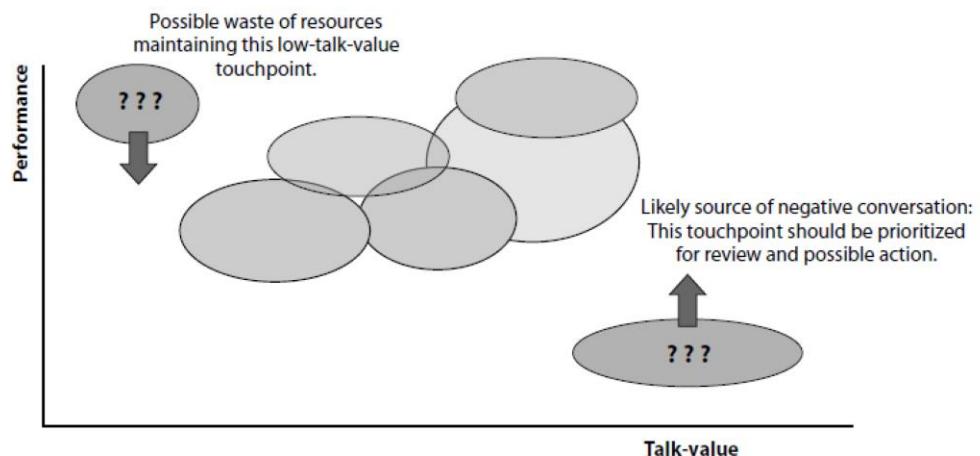


Figure Touchpoint Analysis and Response Prioritization

Touchpoint Analysis: Bengaluru International Airport



3. Social CRM and Decision Support

- Tracking and measuring the dynamics of a marketplace conversation to understand sources of influence, spot problems, and create loyal advocates is largely what drives the current interest in social analytics.
- Beyond this, connecting the impact or more correctly, the *underlying cause* of these conversations deeply into business processes defines the emerging discipline of Social CRM.

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Social CRM includes the following five elements:

- A genuine effort on the part of the firm or organization to understand and consider the point of view of its customers and/or stakeholders, for whom the business or organization exists.
- An understanding and mapping of the social graphs, communities, and the social applications that connect individuals within your overall audience to *each other* (rather than to you) and thereby gaining an insight as to *how you fit into their world*.
- The identification of the *specific* difference between the activities your customers want to take ownership for versus those in which they look to you for guidance, relief, assistance, and similar contributions from you that improve their quality of life.
- The optimization of your commerce or conversion processes given the role of customers and stakeholders in the conversations that impact conversion.
- The connections *touchpoints* between your activities and those of your customers with the internal business processes that drive the experience that occurs at those touchpoints.

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For better understanding of Social CRM and Decision Support we will consider following 6 points.

1. The Customer Point of View (POV)
2. Map the Social Graph
3. Integration of Listening
4. Customer Support and Social CRM
5. Activate Your Customers: Control vs. Leadership
6. Collaborative Processes

Now we will explain each of them one by one

The Customer Point of View (POV)

- Social analytics, even in their purely qualitative form, provide powerful insights into the personal views of your customers. Because the analytics platforms collect large amounts of data, you can get beyond the anecdotes of focus groups. Because the tools are real time (or near real time) and ongoing, you can also move beyond one off surveys.

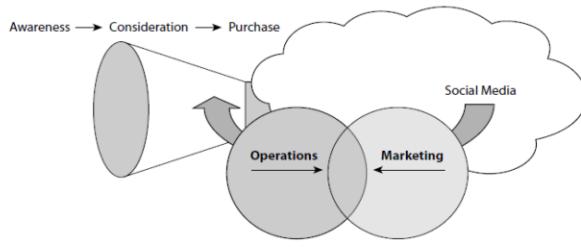


Figure The Purchase Funnel and Operations

Map the Social Graph

- Once you've got a handle on *what* is being said, the next step in implementing a Social CRM program is understanding *who* said it.
- By “*who* said it” I’m not referencing the personal details of a specific individual, though you may in some cases be able to discern this information from actual customer data or a similar source.

Integration of Listening

- The step-up in business value from listening/monitoring to actively listening and responding along with measuring is seen in the usefulness of the KPIs as drivers business processes that connect what is learned on the Social Web with the way in which the business operates.
- The integration with your business or organization occurs first in the “routing” processes and then in “tracking.”
- Of course, the act of responding itself is a business process: That, however, is really a function of having or not having a listening program and does not in itself imply a “social business” orientation.
- To be sure, listening is better than not listening, and listening combined with responding is a solid idea. But to really see the benefit of a social business program within your organization, you’ve got to take a further step.

Customer Support and Social CRM

- Salesmanship begins when the customer says “no.” Support begins when the customer says “yes.” In a sort of basic truth about business, this view of customer support clarifies one of the biggest opportunities a firm or organization will ever have:

The opportunity to make those who were happy to buy from you even happier than they did. I point this out because in too many businesses, whether by accident or actual design, customer support feels to customers like an obligation whose cost is to be minimized.

Activate Your Customers: Control vs. Leadership

- Consider customer/product interactions like those described in the case of Dell, and in particular the roles played by the customer versus the business or organization.
- The people creating and posting the content (for example, customers uploading pictures) have *immediate* control of the content and hence control over their side of the conversation.
- It's "immediate" because it applies to this particular interaction: they get to define what is being said right now and to influence others who are listening right now.

Collaborative Processes

- With the audience connected to the business, and employees and customers connected to each other, knowledge begins to flow along pathways that prior to the widespread adoption of social technologies were not always seen as primary to the operation of a business.
- The high degree of connectivity and the ease with which consumers, business partners, and other stakeholders can talk about brands, products, and services is (overall) a beneficial thing long term, it leads to better products and services.

**END ISMM FINAL
TERM SOLUTION**

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