

# FACEBOOK

**NEW FEATURE** During Audio/Video Calls  
**“Screen Sharing”**

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## SCREEN SHARING FEATURE

**IN FACEBOOK** This feature has become a vital part of the advancement in telecommuting and virtual collaboration system as a modern business and modern life is now being done over the Internet, with remote collaboration due to the COVID-19 pandemic.

**SCREEN-SHARING** allows users to share/stream the contents of their screen and what they are doing with another user or multiple users in real-time. It allows users to stop taking screenshots/screen recording of their devices and sending them via messengers. Now they can show friends, colleagues, or clients any media that is on their device without ever having to send any files (Presentations, Documents, Images, Videos).

### FEATURE'S OPTIONS

- Entire screen sharing.
- Specific window sharing.
- Specific application sharing.

### FEATURE'S USAGE

- Videoconference.
- Audioconference.
- Training.
- Education.
- Business.
- Collaborate on the project.
- Personalized online support.
- Meeting.

**FEATURE'S BENEFITS** By Allowing the recipient to view the material on the shared device, watch as the user interacts with it in real-time, navigating the interface and making changes, this remote **SCREEN-SHARING** will demonstrate a given process and make it more efficient for participants to communicate during (business conferences – education conferences – training conferences – or any other video/audio calls). As any participant attending the call can be given control to broadcast their screen at any moment. This will enhance make participant have the opportunity to voice their opinion or propose certain changes to documents/presentations or give solutions to a given problem in real-time; making it very helpful for collaboration and group decision making, which enhances the productivity of the participants and allows for a much more refined and higher quality result.

## FEATURE'S MEASURED METRICS

### **CUSTOMER MATRICS**

#### **CUSTOMER COMPLAINTS MATRIC**

**USAGE** To indicator customer dissatisfaction with the feature.

**DATA COLLECTION METHOD** Automated machine data collection.

**SOURCE OF DATA** Customer database.

**MATRIC COST** Z EGP.

#### **CUSTOMER RETENTION RATE (CRR) KPI**

**USAGE** To indicate customer loyalty and the extent to keep acquired customers.

**EQUATION**  $CRR = (\text{Number of customers at the beginning of a period} / \text{Number of those customers that remained customers at the end of a period})$ .

**DATA COLLECTION METHOD** Automated machine data collection.

**SOURCE OF DATA** Customer database.

**TARGET VALUE** Target customer retention rate equals to X.

**CURRENT VALUE** Customer retention rate currently equals to Y.

**MATRIC COST** Z EGP.

#### **ONLINE SHARE OF VOICE (OSOV) MATRIC**

**USAGE** To measures the relative share of online mentions of the feature in social media forums relative to competitors.

**EQUATION**  $OSOV = (\text{Number of mentions for the feature} / \text{Number of mentions for the feature and all the competitor to this feature}) \times 100\%$ .

**DATA COLLECTION METHOD** Automated machine data collection.

**SOURCE OF DATA** Customer database.

**MATRIC COST** Z EGP.

#### **SERVQUAL MATRIC**

**USAGE** To measure the feature quality. It provides an insight into the gap between the feature quality customers expect and their actual view of the feature.

**DATA COLLECTION METHOD** Based on a survey.

**SOURCE OF DATA** Survey.

**MATRIC COST** Z EGP.

### **SALES AND MARKETING MATRICS**

#### **CORPORATE REPUTATION MATRIC**

**USAGE** To indicate the reputation the feature has in the eyes of its customers, potential customers, or the general public.

**DATA COLLECTION METHOD** Focus groups, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, Customer database.

**MATRIC COST** Z EGP.

## **INFORMATION TECHNOLOGY MATRICS**

### **IT PROJECT COST VARIANCE (PCV) MATRIC**

**USAGE** Indicate the extent to which projects are delivered within budget.

**EQUATION**  $PCV = \text{Scheduled Project Costs (SPC)} - \text{Actual Project Costs (APC)}$ .

**DATA COLLECTION METHOD** Automated machine data collection.

**SOURCE OF DATA** IT database.

**MATRIC COST** Z EGP.

### **AVERAGE AGE OF IT INFRASTRUCTURE MATRIC**

**USAGE** It measures the average age of the IT infrastructure. As old IT infrastructure indicates costs increase or IT performance issues.

**DATA COLLECTION METHOD** Archival data.

**SOURCE OF DATA** IT database.

**MATRIC COST** Z EGP.

### **IT MAINTENANCE RATIO MATRIC**

**USAGE** It measures how much money as a percentage of the IT budget is devoted to maintenance.

**EQUATION**  $\text{IT Maintenance Ratio} = (\text{Costs to maintain} / \text{IT budget}) \times 100\%$ .

**DATA COLLECTION METHOD** Focus group, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, IT database.

**MATRIC COST** Z EGP.

### **SYSTEM DOWNTIME MATRIC**

**USAGE** It measures the extent to which IT systems are available when they are needed.

**EQUATION**  $\text{System Downtime} = \text{Planned Operating Time in period } t - \text{Actual Operating Time in period } t$ .

**DATA COLLECTION METHOD** Focus group, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, IT database.

**MATRIC COST** Z EGP.

### **NUMBER OF IT SECURITY BREACHES MATRIC**

**USAGE** It indicates how vulnerable the feature is to cyber-attacks and how secure its information infrastructure is.

**EQUATION** Number of incidences in a given period t.

**DATA COLLECTION METHOD** Focus group, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, IT database.

**MATRIC COST** Z EGP.

**FEATURE'S MEASURED KPIS** As **FACEBOOK'S** business strategy KPIS are Impressions, Reach, Engagement rate, Traffic, Brand Awareness, Local Awareness, App Installs, Video views, Lead generation, Product catalog sales, Store visits, Link clicks, Click-through rate, Audience growth, Audience demographic, Star ratings, feedback, Cost per conversion, CPM and CTR of Ads, Page view by sources. Therefore, to align the feature's KPIS with the business KPIS the below KPIS were chosen:

### **CUSTOMER KPIS**

#### **THE NET PROMOTER SCORE (NPS) KPI**

**USAGE** To measure customer satisfaction and customer loyalty.

**EQUATION**  $NPS = \% \text{ of Promoters} - \% \text{ of Detractors}$ .

**DATA COLLECTION METHOD** Based on a survey.

**SOURCE OF DATA** Survey.

**TARGET VALUE** Target net promoter score equals to X.

**CURRENT VALUE** Net promoter score currently equals Y.

**KPI COST** Z EGP.

#### **CUSTOMER TURNOVER RATE (CTR) KPI**

**USAGE** To measure customer loyalty through the rate at which acquired customers are leaving or not renewing.

**EQUATION**  $CTR = \frac{\text{Lost customers over period } t}{\text{Total number of customers at the end of period } t}$ .

**DATA COLLECTION METHOD** Automated machine data collection.

**SOURCE OF DATA** Customer database.

**TARGET VALUE** Target customer turnover rate equals to X.

**CURRENT VALUE** Customer turnover rate currently equals to Y.

**KPI COST** Z EGP.

#### **CUSTOMER ENGAGEMENT KPI**

**USAGE** To measure the level to which customers are engaged with the feature.

**DATA COLLECTION METHOD** Based on a survey.

**SOURCE OF DATA** Survey.

**TARGET VALUE** Target customer engagement equals to X.

**CURRENT VALUE** Customer engagement currently equals to Y.

**KPI COST** Z EGP.

### **SALES AND MARKETING KPIS**

#### **RELATIVE MARKET SHARE KPI**

**USAGE** To provide a measure of the relative share a business has in a given market compared to its competitors.

**EQUATION**  $\text{Relative Market Share} = \left( \frac{\text{Organisation's market share}}{\text{Largest competitor's market share}} \right) \times 100\%$ .

**DATA COLLECTION METHOD** Focus groups, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, Sales, and marketing database.

**TARGET VALUE** Target relative market share equals to X.

**CURRENT VALUE** Relative market share currently equals Y.

**KPI COST** Z EGP.

### **MARKET GROWTH RATE KPI**

**USAGE** To measure the extent to which the market Facebook operates in is growing. It provides an insight into the size of the opportunity a company might have.

**EQUATION** Market Growth Rate = (Total sales in the market for the current year / Total sales in the market for last year) x 100%.

**DATA COLLECTION METHOD** Focus groups, Archival data.

**SOURCE OF DATA** Interview, Questionnaire, Sales, and marketing database.

**TARGET VALUE** Target market growth rate equals to X.

**CURRENT VALUE** Market growth rate currently equals Y.

**KPI COST** Z EGP.

### **CONVERSION RATE KPI**

**USAGE** To measure the success rate of turning customer leads or potential customers into actual customers.

**EQUATION** Conversion Rate = (Number of Goal Achievements / Visitors) x 100%.

**DATA COLLECTION METHOD** Focus groups, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, Sales, and marketing database.

**TARGET VALUE** Target conversion rate equals to X.

**CURRENT VALUE** Conversion rate currently equals to Y.

**KPI COST** Z EGP.

### **ACQUISITION RETENTION SPENDING RATIO KPI**

**USAGE** To provide Facebook with an insight into the amount they spend to acquire new customers compared to the amount they spend to retain.

**EQUATION** Acquisition Retention Spending Ratio = Spending to acquire new customers / Spending to retain existing customers.

**DATA COLLECTION METHOD** Focus groups, Automated machine data collection.

**SOURCE OF DATA** Interview, Questionnaire, Sales, and marketing database.

**TARGET VALUE** Target retention spending ratio equals to X.

**CURRENT VALUE** Retention spending ratio currently equals to Y.

**KPI COST** Z EGP.