

The Business Case for 'Social Chitchat'

May 2013

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60+ years of delivering
remarkable experiences

social@Ogilvy





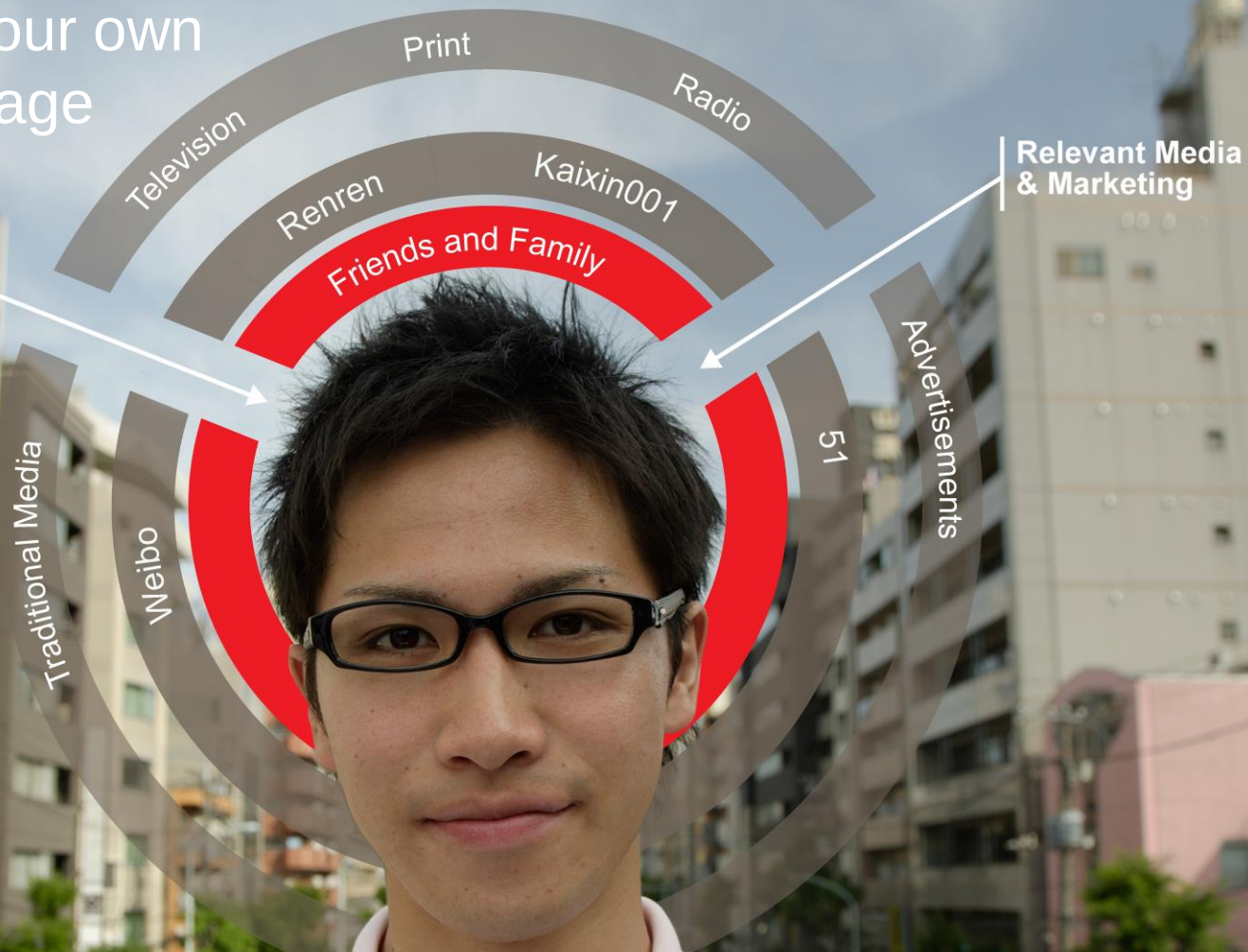
With **7.4 million** Facebook users **Jakarta**
is now the **World's Facebook Capital**.

It's also the World's **biggest Tweeting**
city with **2.5% of Tweet's** originating
from here.

Social Bakers & Semiocast August, 2012

Each of us has our own
“Personal Message
Shield”

Direct
Search



The **top trusted sources** for recommendations in Hong Kong are family (**73%**) and friends (**52%**) and online product reviews (**47%**)

85% of internet users use search to find products. **51% used search last month to find recommendations** from other people

We spend more time on Facebook than on Google, and the average Facebook user generates **90 pieces of content every month**



Brands that use **Social Media** well, can deliver value across their business and pass through the Personal Message Shield

Social Media drives
business value in 4 key
ways...

Driving Business Value through Social

Building Brand Reputation

- Demonstrating openness and responsiveness
- Delivering more relevant content
- Driving third-party advocacy

Creating Customer Value

- Activating loyalists
- Improving marketing effectiveness
- Getting customers to buy more

Increasing Operating Excellence

- Shortening time to market
- Reducing cost in development
- Testing ideas earlier

Strengthening Workforce and Culture

- Enabling employees to advocate
- Training the workforce
- Improving employee performance

Unlocking the Value is Hard...

56% Inc 500 - Social Media very important to business

And while 69% of executives report measurable business benefits from Social Media...

Just 20% of businesses received 80% of the benefits from Social Media

It Requires Change

Moving marketing and communications to an **owned, earned, paid model...**

Increasing collaboration between marketing, communications, legal, HR and customer service...

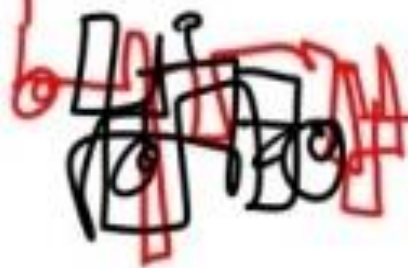
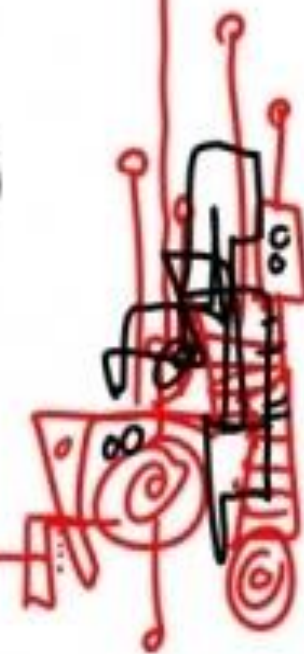
Putting a **value on customer and stakeholder advocacy**, not just, sales...

Preparing **employees as ambassadors**, not just, as a workforce...

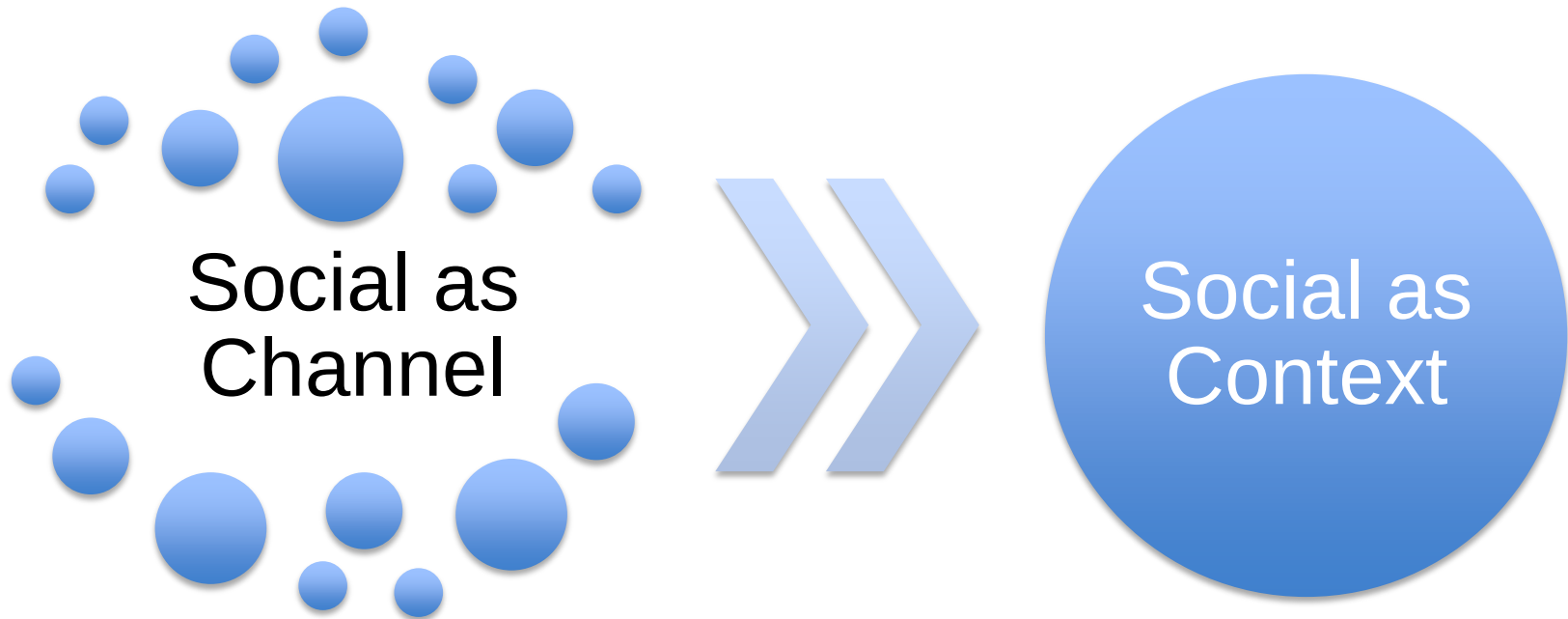
Integrating Social Media across the business

So how can your business
do it?

IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



Our Approach



**Social Media
Marketing &
Communications**

**Social Customer
Care**

Social CRM

Principles of Social Design

- ✓ Build it from the fans perspective
- ✓ Make sharing simple and fast
- ✓ Always include friends
- ✓ Make it scale

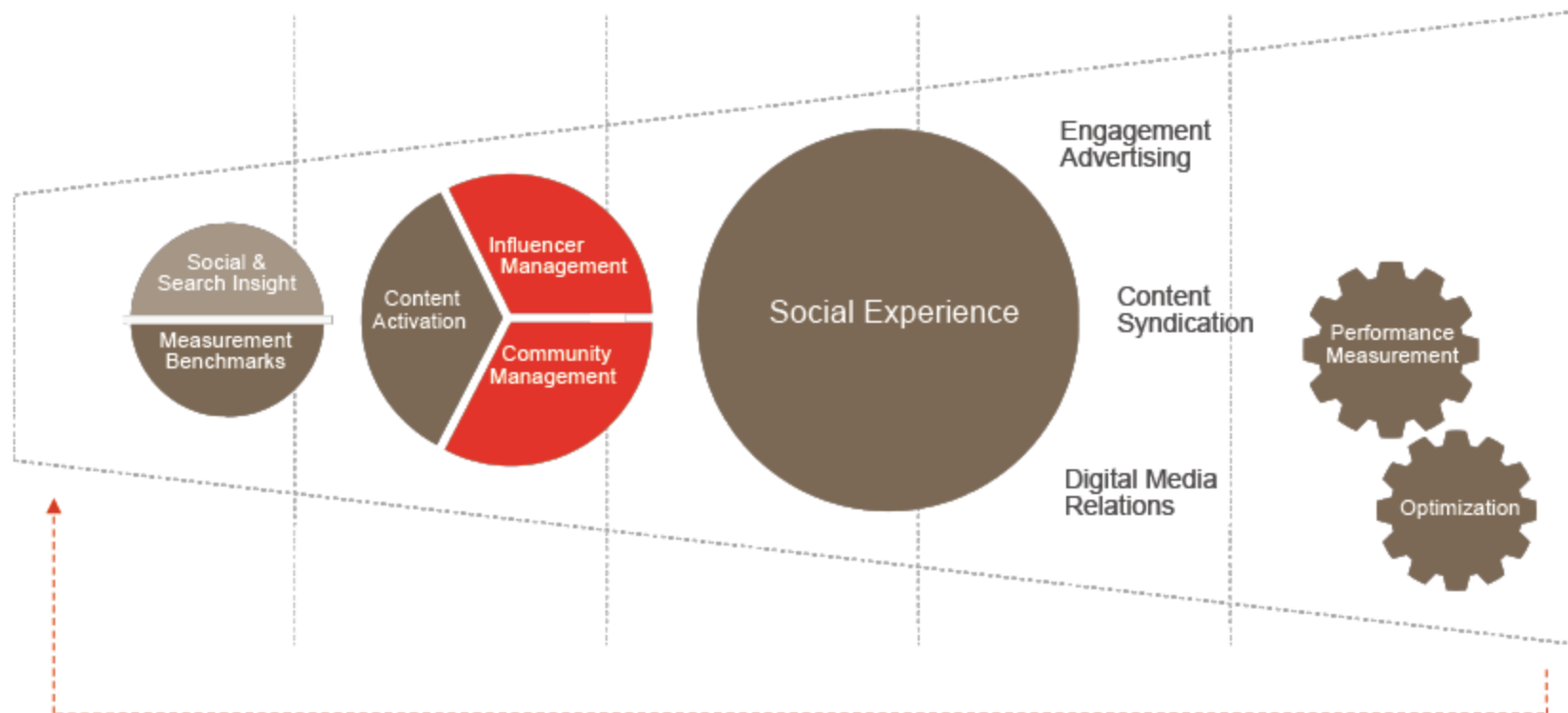
Listen

Plan

Activate

Amplify

Manage



The AIA Example



Building advocacy for AIA

Followers, to employees and agents alike



Examples from AIA



Derun Shi

你们好：我是Yeojiujun的妈妈，我在这里要非常感谢AIA里面的Mr.Joel他帮我推荐一份非常有价值保单，这次我儿子动一个小手术将近用了6000千，幸亏有AIA帮我省一笔钱，非常感谢AIA公司，我替我的宝贝儿子感恩于AIA，如果我有朋友需要保单我会全力以赴推荐AIA的保单！

Unlike · Comment · April 9 at 1:40am near Singapore

 AIA Singapore and 2 others like this.



Write a comment...



AIA Singapore Derun Shi, 谢谢您的留言。很高兴我们的友邦财务顾问为您和您的家人提供协助。祝愿您的儿子早日康复！祝您有个愉快的星期！

Hi Derun Shi, thank you for your comment! We are glad that our financial services consultant has helped you and your family. Best wishes from us to your son for a speedy recovery. Have a great week ahead!

Like · Reply ·  1 · April 10 at 2:20pm

Hi Derun Shi, thank you for your comment! We are glad that our financial services consultant has helped you and your family. Best wishes from us to your son for a speedy recovery. Have a great week ahead!

**Social Media
Marketing &
Communications**

**Social Customer
Care**

Social CRM

People are using social media to amplify their dissatisfaction



FedEx Guy Throwing My Computer Monitor



goobie55 · 18 videos



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1,157

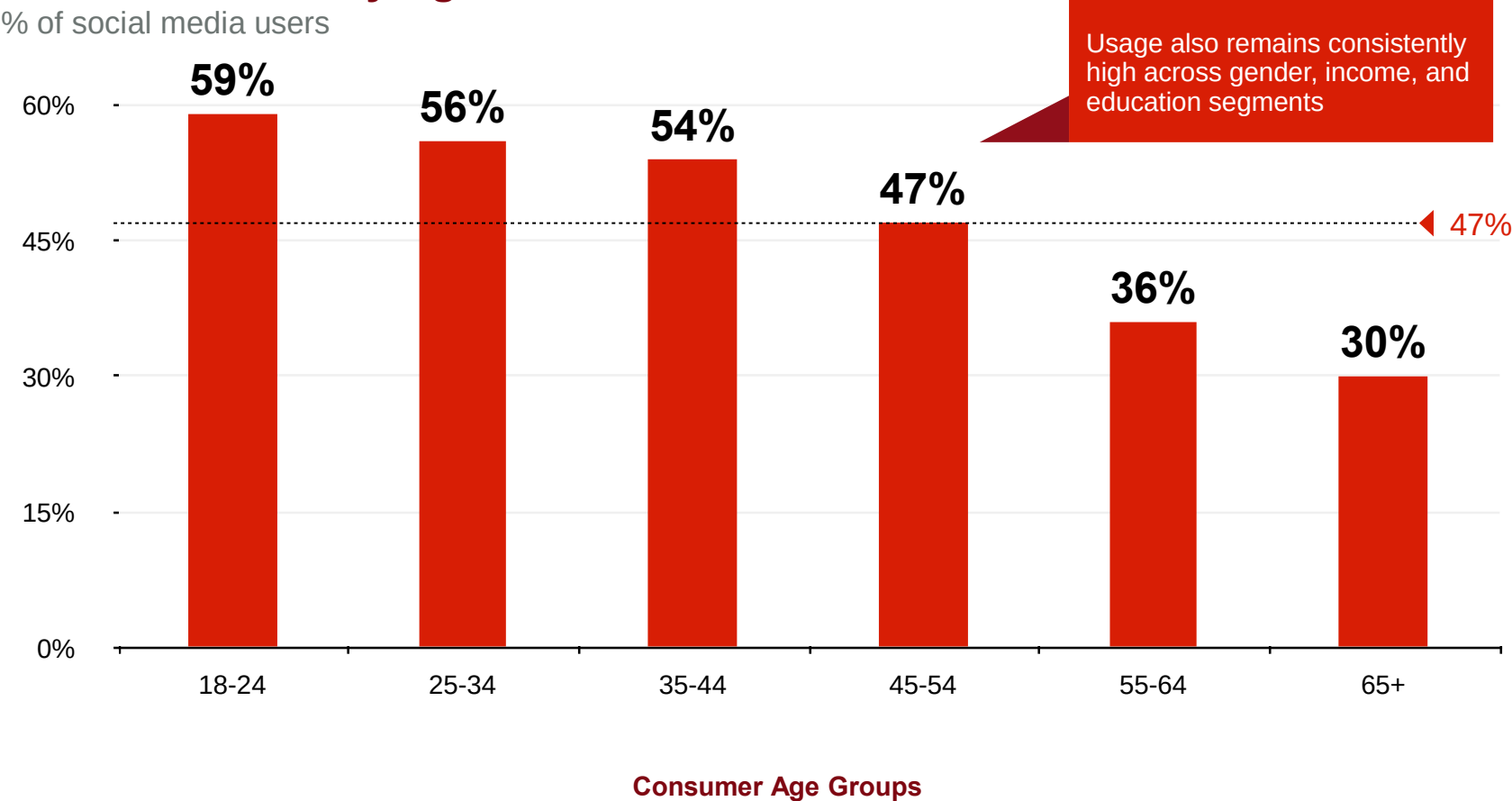
8,868,091

17,987

1,137

Close to 50% of all social media users have used social care

Social Care Use by Age



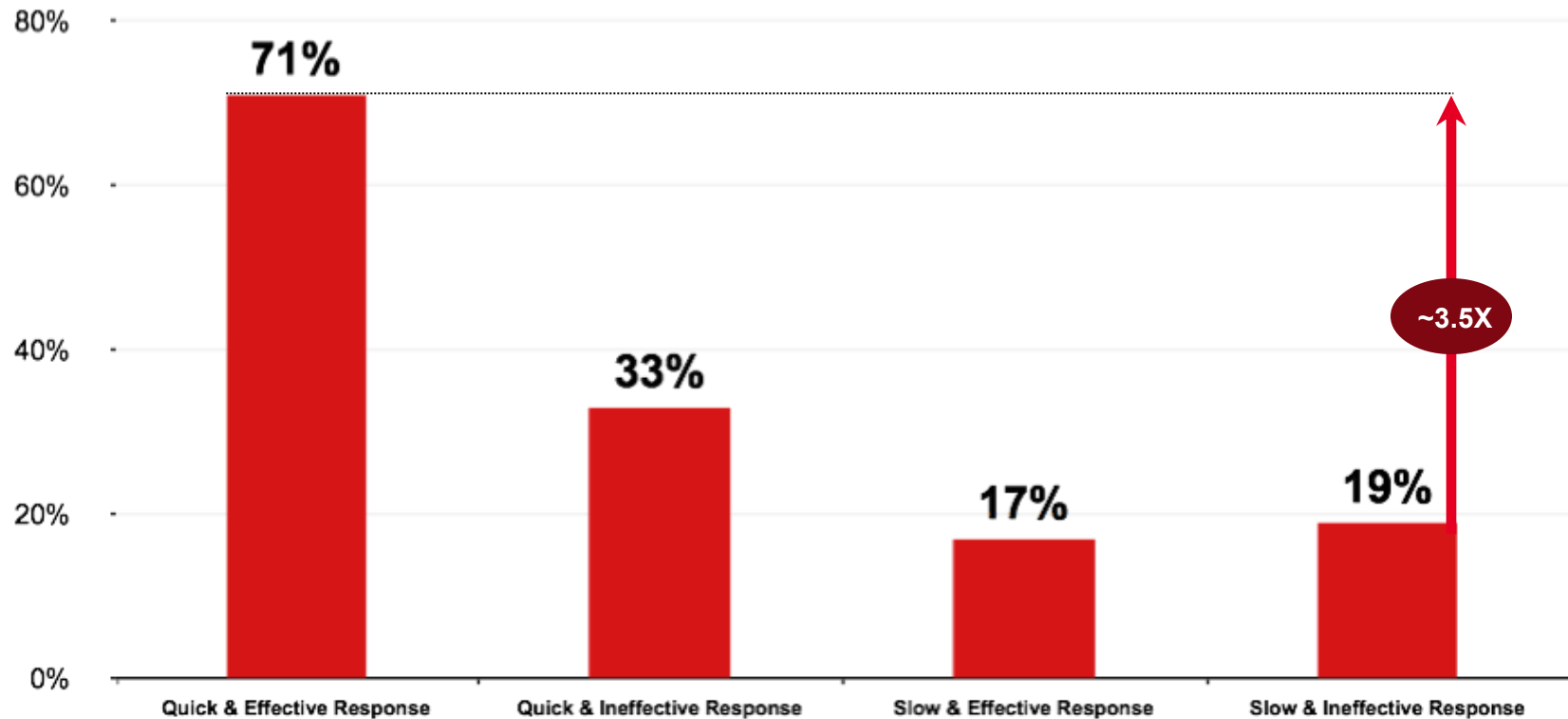
Social media users that have ever used social media for customer service (i.e. ask a question, voice a complaint, raise an issue about a pdt/svs

NM Incite Social Care Survey 2012 (panel & data provided by Nielsen, n=2,000 social media users

With significant rewards for brands who get social care right – customers that have a positive social care experience are 3X more likely to recommend a brand

Likelihood to Recommend to Others

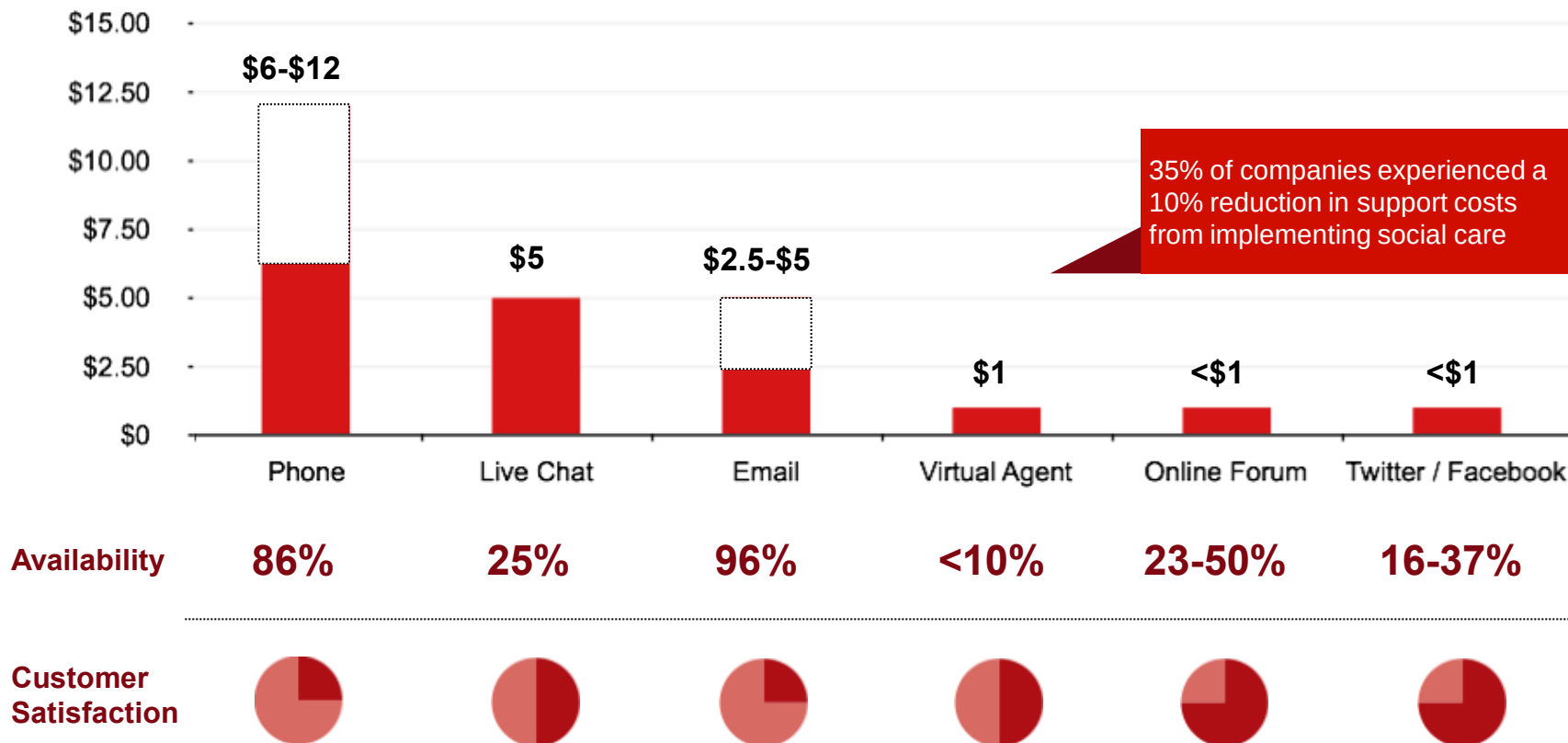
% likely to recommend company/brand based on social care experience



Servicing customers through social media channels is not only more cost effective, but produces higher satisfaction than traditional models

Estimated Average Cost By Channel

\$ per interaction



Source: Forrester Research, McKinsey Global Institute: Team Analysis

Lessons in Customer Care

- Be prompt
- Respond to the question
- Always maintain a respectful attitude
- Sometimes, just take it offline



Contact Us

Product Information

Name

Contact Number

Email Address

Are you currently an AIA policyholder? ☒ Yes ☐ No

Enquiry

AIA Singapore values all of our Facebook fans. As we strive to provide a better experience for you, please do send us your query or feedback should you require our assistance.



Examples from AIA



Nora Fareed

How do i terminate a policy?can i do it at tampines branch?

[Like](#) · [Comment](#) · October 16, 2012 at 6:03pm via mobile



AIA Singapore Hi Nora, our colleagues at our Tampines Customer Service Centre will be able to help you. Thank you for reaching out to us and have a nice evening.

October 16, 2012 at 8:02pm · [Like](#)



Write a comment...



Alvan Koh

I have sent in an email to appeal for my claims since Oct 24th 2012 and subsequently received a reply on 10/29/2012

"Thank you for your email of 24 October 2012.

We have forwarded your appeal to our Claims Department for their review. They will reply to you upon completion of the review.

...

[See More](#)

[Like](#) · [Comment](#) · November 19, 2012 at 2:01pm



3 people like this.



[View 2 more comments](#)



Alvan Koh Update: the claims department has replied to me today. Thumbs up for service recovery!

November 20, 2012 at 10:10am via mobile · [Unlike](#) · [1](#)



AIA Singapore Hi Alvan, thank you for your patience on this matter. We're glad that the issue has been resolved. Have a great week ahead!

November 20, 2012 at 12:33pm · [Like](#)



Write a comment...

**Social Media
Marketing &
Communications**

**Social Customer
Care**

Social CRM

Traditionally, CRM means we look primarily at the transactional value of our customers

Linda:
\$6,000 monthly

Jennifer:
\$2,000 monthly

Meet Linda

35 years, Working,
married,
no children

Savings, Credit
Card, insurance



Meet Jennifer

40 years,
housewife, 2 kids

Savings, Credit
Card, insurance,
home loan



Social gives us an added dimension of value, which was previously not possible

Linda:
\$75.32

Jennifer:
\$199.62

Brand Switcher

Low social
media
influence, but
active

Unwilling to
collaborate



Less inclined to
brand switch

Influencer, has
1,500 active
followers +
friends, has
relevant
conversations

Willing to co-
create with
Brands



Greater Information Provides us With Social CRM Opportunities

Linda:

**\$6,000 with another \$1,000 spend
potential based on social data**



Opportunity: Use social *data* to increase individual spend

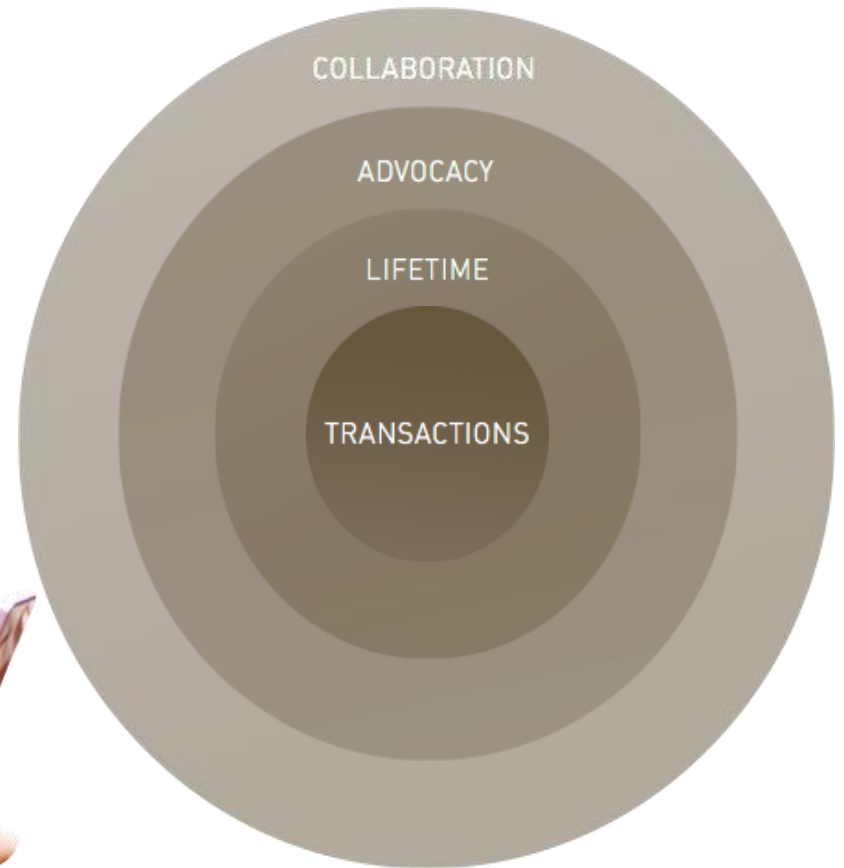
Jennifer:

**\$2,000 with another \$8,000 advocacy
potential based on social engagement**



Opportunity: Use social *advocacy* to increase network spend

Think Total Consumer Contribution



3 things you can do after this session

- Start listening
- Figure out your objectives in Social
- Socialise social within your management stakeholders

Thanks!

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