

Social Media Engagement

Managing trust and transparency in the social world.

Why Capgemini?

Capgemini provides a full range of customer care services services that empower you to interact with your customers more effectively and efficiently:

- Complete contact center outsourcing
- Vendor-managed operations
- Managed services
- Social media engagement
- Knowledge and learning management

Our Customer Interaction Management (CIM) services enabled a global tele-communications company to evolve from call-centric to customer-centric operations through loyalty and ownership programs and result/reward models. The client improved customer satisfaction by 20%, first contact resolution by 15%, and issue resolution by 15%. As a result, our center was ranked number one out of 52 sites by our client's organization in 2010.

Relationships have no borders

There used to be a time when relationships with your customers happened in short incremental bursts. They bought something, they called with a problem, they returned a product. Occasionally some would even participate in customer surveys.

Today, social media outlets have created a perfectly fluid, 24-hour-a-day customer survey that can be seen and heard by anyone at anytime. So what exactly does that mean for your customer relationships?

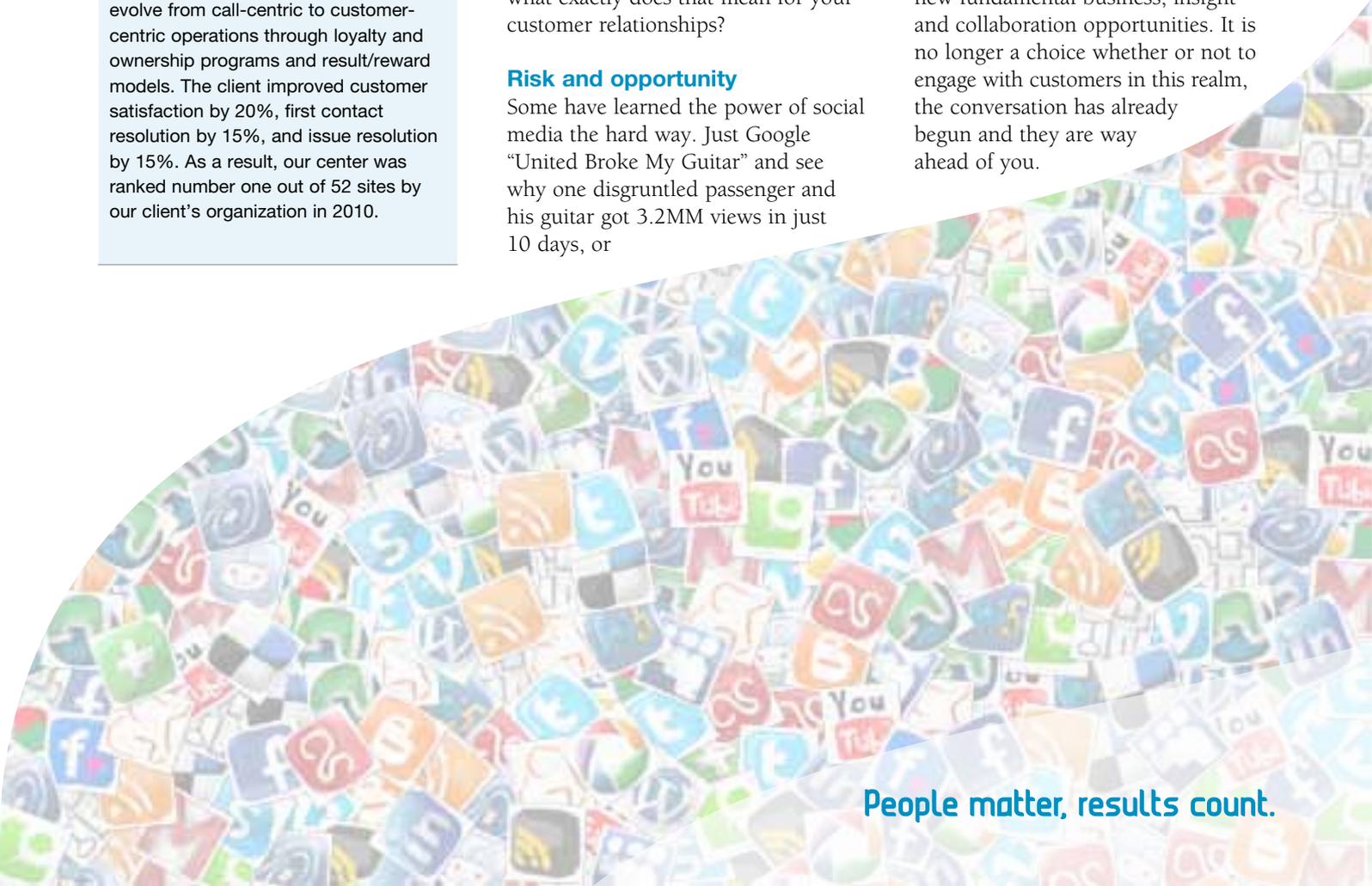
Risk and opportunity

Some have learned the power of social media the hard way. Just Google "United Broke My Guitar" and see why one disgruntled passenger and his guitar got 3.2MM views in just 10 days, or

ask the millions of readers who soaked up every gruesome detail of mommy blogger Heather Armstrong's Maytag service nightmare.

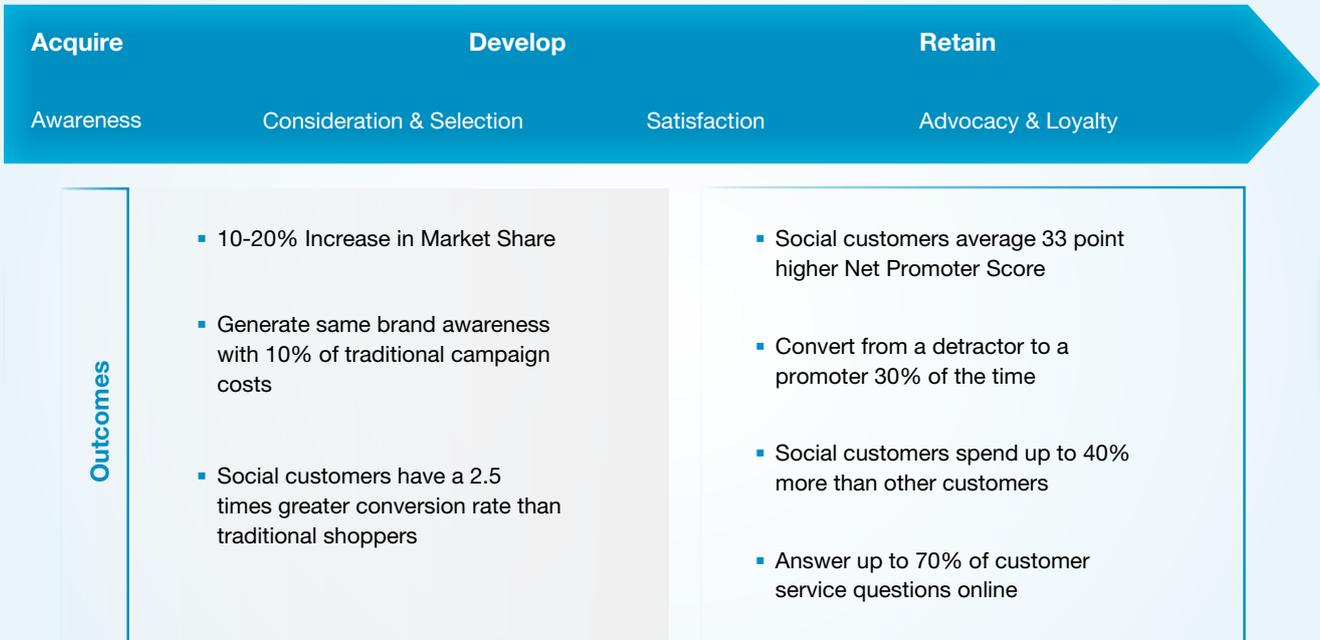
These are examples of the risk but there is also tremendous opportunity

The fast, low-cost and transparent nature of social media has opened a direct line of communication between you and your customers. If properly managed, that relationship can create new fundamental business, insight and collaboration opportunities. It is no longer a choice whether or not to engage with customers in this realm, the conversation has already begun and they are way ahead of you.



People matter, results count.

Social Media Engagement Driving Tangible Business Outcomes Across the Customer Lifecycle



Bain & Company Insights Article, September 2011

How will you effectively communicate with customers, proactively respond, prevent customer care disasters and maintain customer relationships at every point of interaction?

Capgemini Social Media Engagement Services can help you understand how to effectively interact with your customers across all channels and across the entire customer life cycle. Capgemini Social Media Management Services can help you understand how to effectively interact with your customers across all channels and across the entire customer lifecycle - from generating brand awareness all the way through to establishing and nurturing customer loyalty and advocacy.

Relationships are our true domain. We help clients manage customer

relationships across marketing, sales and the entire organization. Social media must be treated as an enterprise information asset rather than a siloed segment of business. By giving you greater insight into your customers in social networking communities, we'll help you gain a more predictable customer care organization – one that can deliver improved financial and operating performance while raising the bar of customer care excellence.

Hearing their voice, sharing yours

How do you hear the voice of your customer, share your vision and run a business all at the same time? You can't spend time away from your core business monitoring every social media community or message board. Our customer management methodology gives you relationship omniscience, allowing you to easily

listen, engage, monitor and act on the communication and information that flow between your customers online.

Using a new generation of listening tools, we help you understand and respond to what customers are saying, and even intercept conversations on your behalf. We answer the critical questions that give you complete, unprecedented visibility into what individual customers are thinking and saying: What are the hot topics of the day? What are they saying about your company and its competitors? Is the volume of chatter significant about a particular product or service issue? How are opinions changing over time?

As a result, this newly gleaned customer intelligence delivers a double impact – on both customer satisfaction and customer service

costs. By addressing customer issues within the social media environment, you can resolve them before they escalate to a higher-cost level of support. In addition, you can take a proactive approach in efficiently solving issues that are common to multiple customers.

Unlocking social media opportunities

We analyze each of our client’s unique positioning, potential risks and opportunities within the social media landscape and then deploy the appropriate mix of listening, deep analysis and targeted customer engagement in order to drive optimized results in line with their business

objectives. For example, when increasing brand awareness is the objective, our social media analysts focus on competitive benchmarking and customer profiles to understand where the largest opportunities for increased awareness lie. From there, our trained social media advocates carry out the campaign, targeting the areas of the social media landscape most likely to influence and amplify key messaging to the larger audience.

By using a footprint of Social Media Command Centers, we are able to address issues before they escalate into product recalls or bad publicity for the company.

Capgemini Social Media Engagement Key Service Components

Listen

- Filter the Noise
- Gather High-Level Sentiments



Analyze

- Identify Key Influencers
- Understand Root Causes



Engage

- Problem-Solve
- Amplify
- Influence

Leverage Identified Opportunities to:

- Better the Client Experience
- Increase Revenue
- Lower Cost

What we have achieved so far
Industry Leaders

Global Household Products Retailer

Listening, monitoring and analyzing brand awareness, consumer profiles & purchasing patterns for 3 product lines across the US, UK & Netherlands

Global Consumer Electronics Retailer

Detailed competitive analysis, including benchmarking on key online processes, customer satisfaction and new product release.

Global Automobile Manufacturer

Listening, monitoring and analyzing customer feedback across 5 use cases including product quality, PR and customer service.

Global Video Games Publisher

Specific promotional activity/contest monitoring and analyzing to identify success, reach and customer satisfaction.

Leading Spirits & Wine Brand

Tracking and analyzing social media chatter about a new product launch, identifying penetration in key regions and sentiment analysis across target demographic.

Leading Gift Card Retailer

Listening, monitoring and responding to customer service issues. Providing product feature set analysis and comparison to the competition.

The conversation has already begun. Are you a part of it and do you understand it?

At least 10% of your customers are readily sharing their experiences with your company and your products. But that 10% influences everyone who experiences your brand. If you effectively react to and engage with them in a positive way, you can proactively support and improve relationships with the other 90% of your customers. Capgemini can be your online “ears” anywhere your customers interact. We can help you better understand, interpret and react to the social media space so you can build a more intuitive, more emotional and more human relationship with your customers. Contact us and learn how Capgemini Social Media Engagement Services can give you greater control of customer care and greater insight to grow your business.



About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply

multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at www.capgemini.com

Rightshore® is a trademark belonging to Capgemini.

For more information on the Social Media Engagement Services, contact:

Paul Cole
+1 617-584-3678
paul.cole@capgemini.com

Rohit Kapoor
+1 512-586-5093
rohit.kapoor@capgemini.com