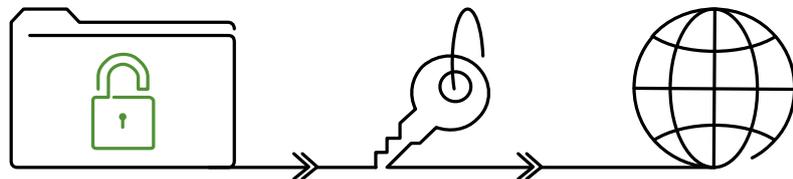


6 Social Business Trends



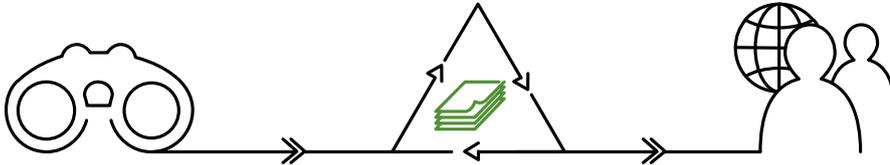
Social is too mainstream to act on it as a hipster

1. Privacy as a Currency



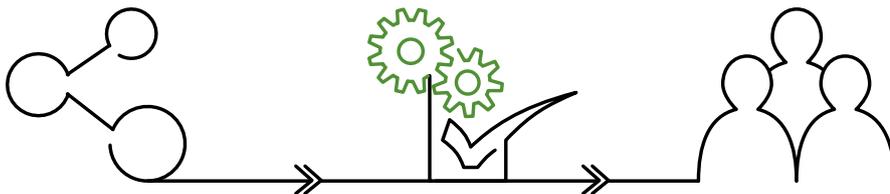
Imagine that you can go to a hotel and get a room without paying any money. The only thing in return is a 24/7 broadcast of you in your hotel room. Everything you do is broadcasted to the world. Might sound scary, however in a way we are already exchanging our privacy for things we want to have or want to use. By using services such as Facebook, Twitter or Foursquare you are exchanging part of your privacy for functionality. In some cases you might do same with companies. They ask you for certain information and you are providing it to them to get for example better service or better offers in return. Basically, as soon as you are authorizing a social platform with a platform from a business (such as a retailer), you are giving a bit of your privacy to the company, since they can get access to your information.

2. Insights are the new oil



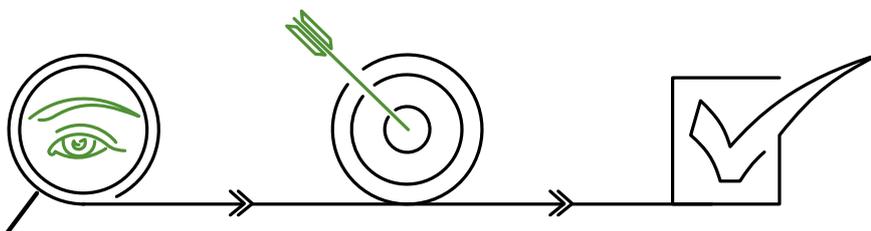
Often it is stated that data is the new oil, however oil is scarce and if one thing isn't scarce anymore it is data. However insights are very scarce. Though you can use the social data that is already available for you to create insights for your customers. For example C&A is using the number of likes to show popularity of a certain item of clothing directly on its hanger. You can use social data to do predictions on what the next step can be for your customer or what kind of need he really has. Or you can use social proof to persuade customers to buy a product they normally don't buy instead of trying to persuade them with a discount (which basically just costs you money).

3. Frictionless sharing



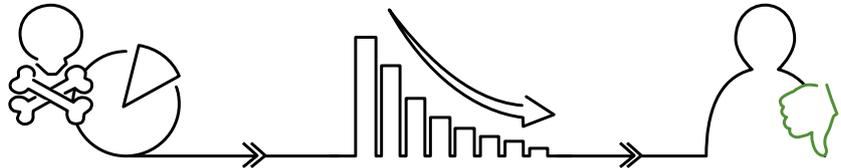
Frictionless sharing is the approach that the user sets up sharing permissions just once and after that content is shared automatically based on other behaviors. For example in Spotify the default behavior is that all of the music you play is automatically shared with your friends. Imagine if you could do that with your products or services, what would be the meaningful experiences that could be shared with friends and could in the end drive a higher awareness of your products and services and to have more customers in general.

4. Task completion



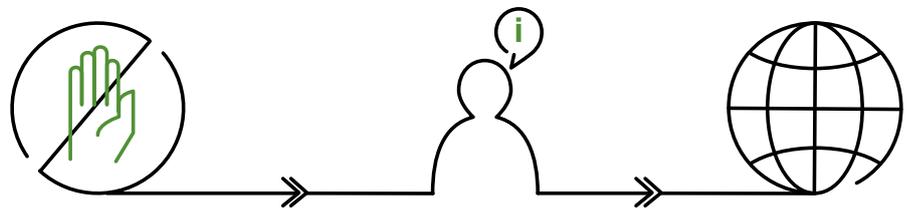
People are not using a search engine to search, nobody wants to do searching, people want task completion. Most social media efforts by companies are gimmicks, campaigns that just waste time and don't help anybody in completing a certain goal. If you can design your social business solution that it helps task completion for either your customers or your employees the adoption rate is a lot higher. Elements of Gamification can help to get to task completion in a different way. Also keep in mind that you are not your product. You might sell shovels, though you are basically selling the opportunity to make holes in your backyard. Focus on task completion and focus on what you are actually doing, not on the thing you sell.

5. Death by Marketing



One of the most concerning trends is basically marketers getting on Social Media using as a new platform to get their message out. Basically they are just using it as a mechanism to shout to their customers how great they are and why you should buy their product. Even worse they are asking you to do the same. They offer a relatively small incentive and asking you (in different words) to spam your friends with their offers. It is a sad state of affairs and it is basically what Hugh Macleod already said in 2006: "if you talked to people the way advertising talked to people, they'd punch you in the face". Now with Social Media: people do punch you in the face and the best thing of it: everybody sees it happening. Death by marketing is a trend, however not one you should adopt but one you should avoid. If you don't avoid it your customer satisfaction will decrease as well as the opportunities for lead generation and up sell will diminish.

6. Don't do it yourself



Being a Social Business means that you don't put yourself into the center of the ecosystem. It is not about you, which also implies that you don't have to do everything for everybody. It is a common pitfall in web care that companies think that they are the ones that should answer all questions that are out there. Please don't. Think of your business goals, think of what your product actually is and think on how you could empower your customers and future customers to help you in making you scale while you can focus more on your core activities at the same time.

More information

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