

# **SOCIAL ENTERPRISE™ SOLUTION**



## BUSINESS OVERVIEW

There is a global trend where businesses, B2B and B2C, are becoming increasingly conscious of the potential of Social Media. The overarching need is to connect to their customers and benefit from their insights. Around 75% businesses are planning to increase social media related spending in 2012. Social media solution can be integrated into various facets of business - from global marketing, to product innovation, to customer service, and beyond.

While very few businesses have been early adopters of the opportunity, many have either dived into it without a clearly defined plan, or are still contemplating 'how-to'? Businesses have become inept in handling unexpected investments and random successes in social media initiatives. Besides, difficulty in managing geographic, platform and content-specific social media initiatives has become a challenge.

Our solution aids businesses to develop insights by leveraging on the data gathered from social media, collaborate effectively within the organization to

discuss the insights, invite the audience and engage them effectively throughout the adoption cycle. This helps reduce customer experience related risks and propel customer loyalty which can be measured by the Net Promoter Score for Salesforce. The solution is built on existing Salesforce.com Products like Radian 6, Sales Cloud, Chatter and Service Cloud.

### Key challenges

- Silo stakeholder movement and silo investments based on technology result in organizational changes in silos
- Capturing the right data and extracting actionable data from the captured data
- Inept handling of unexpected investments and random successes in social media initiatives
- Difficulty in managing geographic, platform and content-specific social media initiatives in a global scenario
- Lack of metrics to measure the investments in Social & Customer engagement activities

## MAHINDRA SATYAM'S SOCIAL ENTERPRISE™ OFFERING



**Customer Service:** Crisis Management, product support, grievance handling, proactive actioning, eliciting feedback

**Product Innovation:** Competitor analysis, eliciting new ideas, feedback for pilots, identifying needs/gaps

**Social Collaboration:** Employee collaboration, stakeholder involvement, effective identification and allocation of tasks

**Campaign Management:** Target segmentation, identifying needs/gaps, designing campaign, tracking & tweaking campaign

**Lead Generation/Sales:** Target segmentation, identifying needs/gaps, selling, cross-selling, up-selling

**Brand Management:** Sentiment Analysis, engaging the audience, analyzing opinions & trends and competitor analysis

**Embedded Net Promoter Score (NPS):** Measure, analyze & improve customer loyalty, customer surveys & dashboards integrated into CRM

# KEY HIGHLIGHTS OF MAHINDRA SATYAM SOCIAL ENTERPRISE™ SOLUTION FRAMEWORK

## A consultative approach:

- **Diagnose** current social media efforts and gauge the maturity level of the practices
- **Perform in-depth analysis** by measuring the maturity levels against Mahindra Satyam's Social Media Strategy
- **Devise** a suitable strategy for the Organization based on the social media needs of the particular industry vertical
- **Determine** the key sources of Social Media data and map them into Radian 6 so that the crawling & analysis can be done
- **Identify** actionable data based on the business needs and pass to Case Management System
- **Implement** chatter for enhanced collaboration within the Organization
- **Enable** the NPS Plug-in for measuring customer experience, to increase promoters and reduce detractors

## Solution benefits

- Proactive customer service & engagement
- Real-time feedback/insights of product portfolio
- Increase in Sales/Leads
- Informed product innovations
- Enhanced social collaboration
- Increased customer intimacy & loyalty using NPS

## Mahindra Satyam advantages

- "Start any where" on your social media initiatives
- Leverage any current / past social media initiatives
- Expertise in enterprise solutions enables us integrate social media with any of your enterprise platforms
- Custom solution based on your business goals, modular based, and in line with your current capabilities
- Look beyond Facebook and twitter - channel independent & flexibility to include emerging social media channels
- Leverage our capabilities of implementing Salesforce with embedded NPS for enhanced Customer experience



- Customer details
- Sentiment
- Taxonomy
- Source ID

- Category
- Priority
- Assignment group
- Escalation rule

- Respond to complaints
- Feedback into product development
- Target campaigns
- Up sell/cross sell
- Evaluate & improve customer loyalty through NPS

## About Mahindra Satyam

Mahindra Satyam is a global business consulting and information technology services company leveraging deep industry and functional expertise, leading technology practices and a global delivery model to help businesses transform their processes and improve performance. The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business processes, engineering and product lifecycle management, infrastructure services, among other services.

The company has development and delivery centres in the United States of America, Canada, Brazil, the United Kingdom, Germany, France, Hungary, Egypt, United Arab Emirates, India, China, Malaysia, Singapore, and Australia and serves numerous clients, including many Fortune 500 organizations.

Mahindra Satyam is part of the USD 15.4 billion Mahindra Group. The Mahindra Group employs more than 144,000 people in over 100 countries and operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

## Contact us

For more information, write to [rfi@mahindrasatyam.com](mailto:rfi@mahindrasatyam.com) or visit [www.mahindrasatyam.com](http://www.mahindrasatyam.com)