

Social Media Approach for successful implementations

October 2009

Deloitte's Social Media point of view: successful companies adopt social media with a specific focus in mind

1

Enhance customer relationships



2

Increase cost reduction



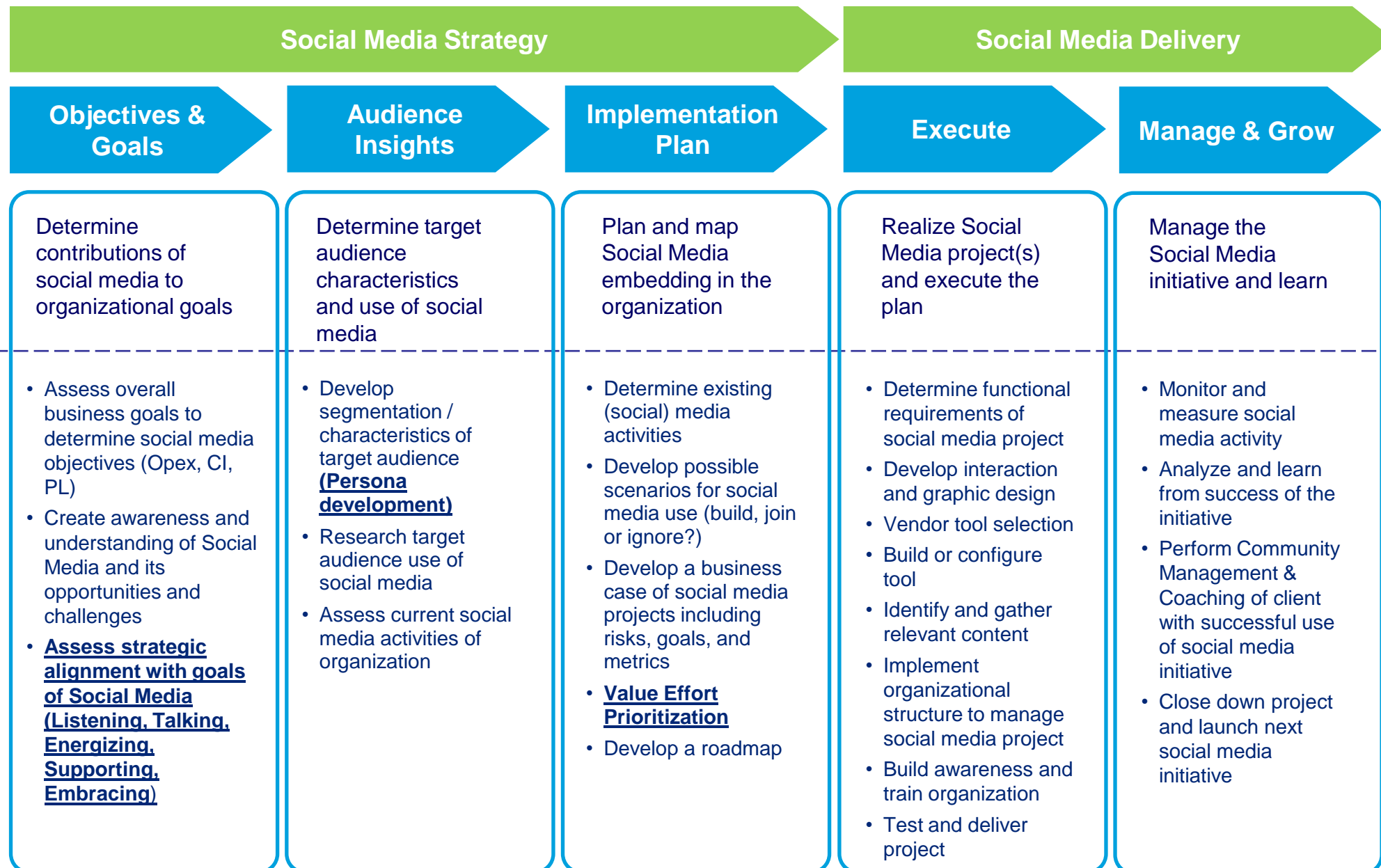
3

Foster innovative creativity



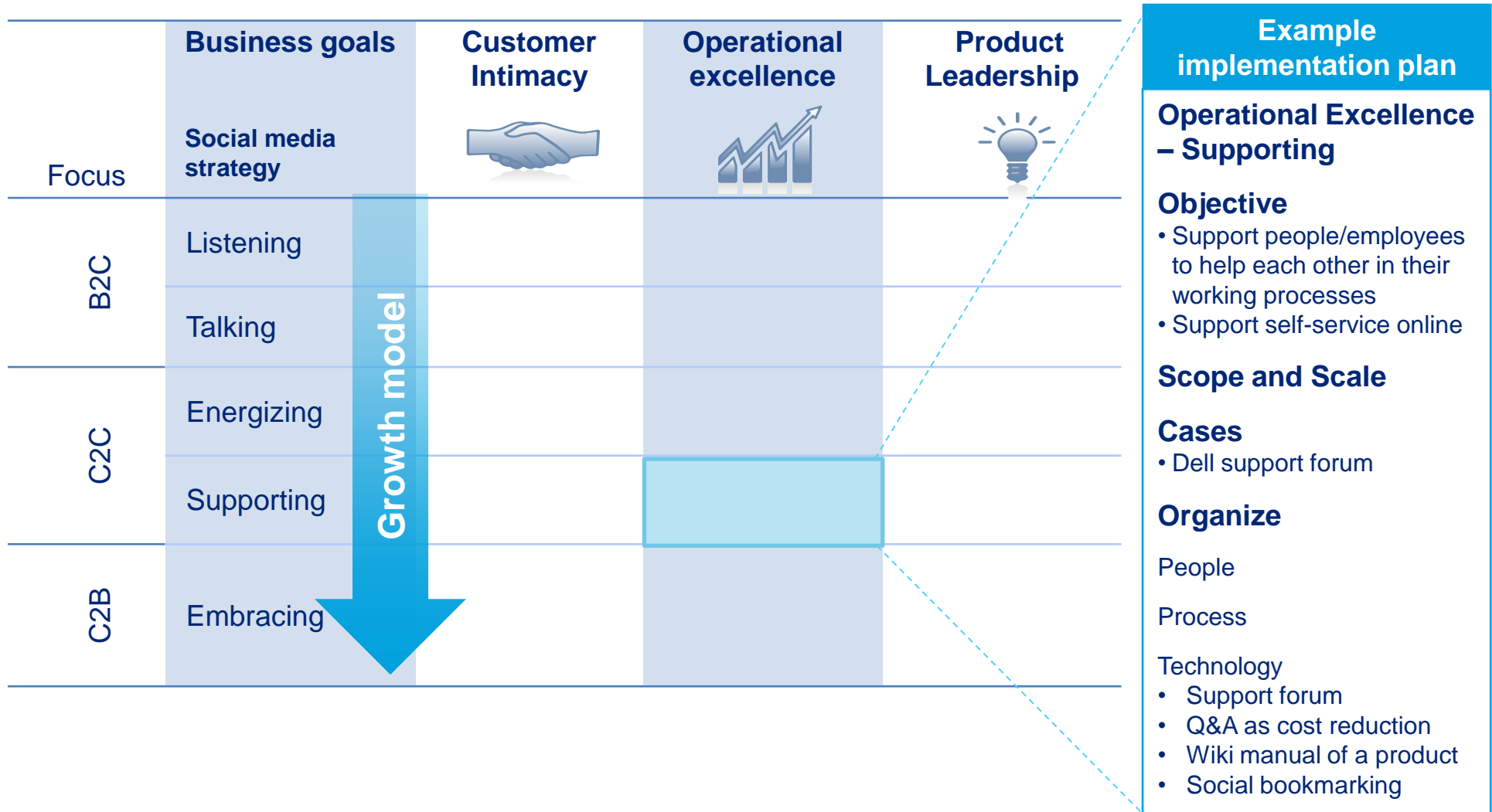
Increase
(Shareholder)
Value

Deloitte's Social Media Strategy & Delivery approach translates Business Goals into a social media strategy & concrete results.



STRATEGY 1: Translate Business goals into a Social Media strategy

Objectives & Goals



STRATEGY 2: Develop audience insights with Personas

Audience Insights

Persona recruitment:

Hetty Hi

Personafactor: 30%

Study Specialty: 3rd

Albert Algorithm
Stephanie Student
Theo Teak
Warren Wannabe

Goals and themes

- To find a challenging environment
- Quickly grow career
- Extend her boundaries engage in challenges
- Find an environment her own ideas can be practised
- Time is an issue: Ho combine all of her

What's on Hetty's mind

Hetty is busy. She performs... She needs her information... for 6 months, leaving her...
Hetty got an offering to post... She is determined to work...
Hetty will not be impressed...
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Hans Register

Personafactor: 25%

Senior: Sil, Hans Register, Ad Ueber, Marika Trog, Benjamin Register, Serge Schoevers, Stef Basse

Role:	Backoffice employee	Sex:	Male
Department:	Registration	Age:	42
experience:	5 years	Location:	Decentral
Parttime %:	100%	Education:	HAVO + internal

Working goals

- Realise daily quota (process a set number of postal packages)
- Processing packages fairly effective

Intranet User

- All available sources (mainly manuals and newsletters) can be searched through
- Simple verification of status (and date) of information
- Keep up to date of changes in processes and departments
- Find local and regional information

Tasks

Hans' daily job is to process postal packages, this involves mutations and registration into the Trade registry. He checks dataforms, e.g. verification of personal data. Sometimes more info is to be provided by the client. He will call them or send them a note. He also processes the emails which have been sent in via the website. Corrections to existing files will be performed in between. Hans' main concern is to process his postal packages on the required quality level.

Context

On an average working day Hans receives a set number of postal packages. He works with other backoffice employees in a large office space. Hans' experience level can be qualified as intermediate. He sometimes asks questions to more senior employees, but is also able to answer some questions. His main triqgers are from Postal packages and phone calls. His processes are partly standardized and documented.

Issues

- Finding the right information takes too much time; it is often scattered and hard to find
- Performance of applicaties (e.g. AS400, Lotus notes)
- Every so often, more workload than available staff
- Many questions are being asked by junior employees taking up valuable time of senior employees.

Often used applications

NMP, manual NMP, manual trade registry, manual BIK, newsletters, CSA, check, VIB, Client Websites. For 30-40% of his tasks manuals or reference cards are required. Hans prefers to work by heart and will not always look up the formal process flow.

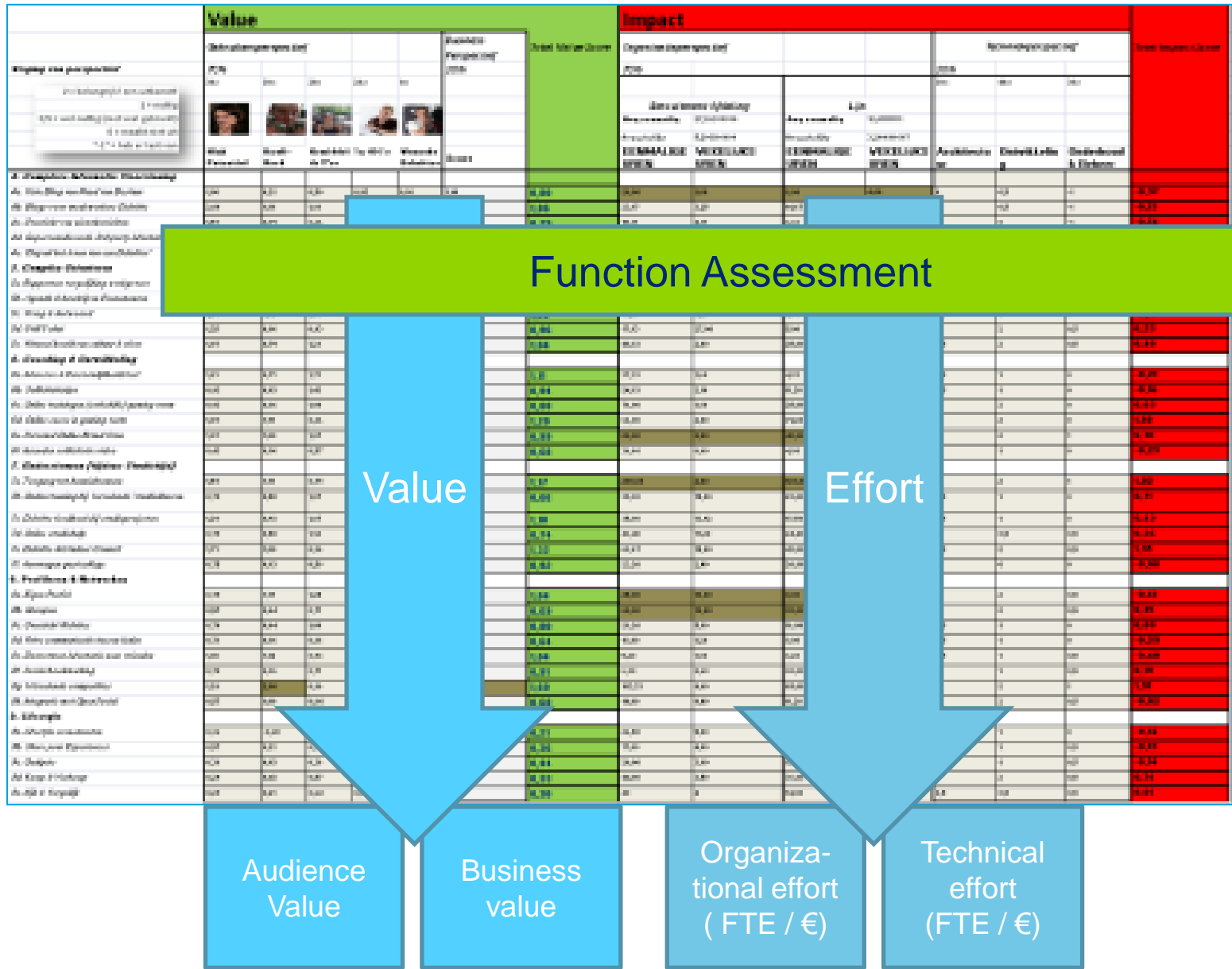
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Personas can be used to:

1. Visualize target audience
 - In briefings & preparations
2. Understand Audience needs
 - Different personas have different needs
3. Map needs to Design/ Functionalities / ...
 - Relative scoring
 - Prioritize

STRATEGY 3: Use Value Effort Prioritization to establish your Roadmap

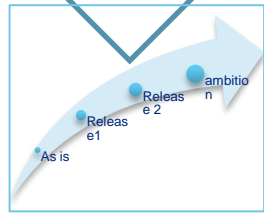
Implementation Plan



Function Assessment

Business case

Prioritize & plan





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