Boil a Better Ocean

Social has come of age, but is business equally prepared? Many organizations struggle to realize any tangible return. But those with an ‘outside-in’ cultural approach are learning to master the ebb and flow of today’s marketplace.

The ‘Social Enterprise of the Future’

Looking ahead, Accenture believe that it is entirely feasible that within five years, the social enterprise could completely redefine customer value with social being the dominant means of talent acquisition, customer research, and customer service.

Riding the Waves

Organizations that learn to mine social analytics and leverage the appropriate channels understand the value of this new world. And those taking the next steps: integrating services and products, and optimizing their processes – will discover an ocean of fresh opportunity.

Learn more at www.accenture.com/socialenterprise

Five Core Tenets For Creating The Social Enterprise

1. CENTER ON THE CUSTOMER
   Businesses enrich their customer engagement using both online and offline data. Integrating social data provides added benefits from advanced insights, predictive analytics and a deeper understanding of the customer-brand relationship.

2. REQUIRE TANGIBLE ROI
   To accurately measure the value of their social activity, companies need to tie social metrics to real business impact. Using a contextual filter of what this activity delivers allows them to evaluate opportunities and outcomes in real time.

3. BE EXCEPTIONALLY ANALYTIC
   By placing analytics at the core of everything they do, truly social enterprises marry solid business sense and analytics-based insights to architect better solutions. It’s a bold mindset affecting every employee, and most importantly senior management.

4. BUILD MUSCLE MEMORY FOR SPEED TO MARKET
   Companies that seek greater agility must adapt and develop their learning. Synthesizing social vision and pragmatic execution, to advance new capabilities, real time responsiveness and the all-important speed to market.

5. GOVERN EFFECTIVELY
   Social implementation brings transformational change, but long-term benefits will best be realized through distinct attention to the structures, roles, responsibilities, security and measures underpinning each business decision.

US companies use social for marketing

Customer Care

Critical Insight

Recruiting

Identity

Personalization

Relationship Management

Management Structure

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Reference


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