



Leveraging Social Support for Service Excellence

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Understanding top Social Media industry trends & Dell social mention analysis

Social media has become one of the prime avenues for seeking customer support



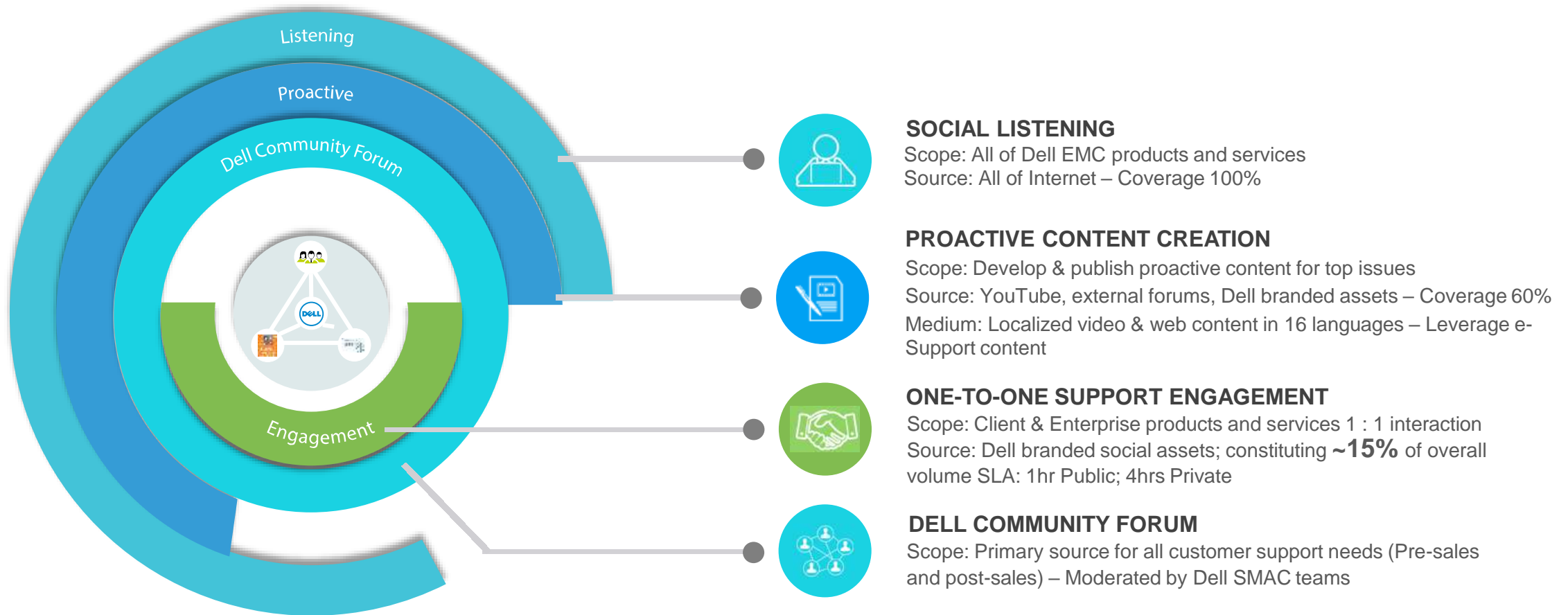
TOP SOCIAL SUPPORT TRENDS



Dell specific social mentions analysis

- 80% of total social conversations were on public forums, blogs and review sites (Non Dell owned social channels)
- 60% of the overall mentions seeking customer service did not require one-to-one assisted support
- 40% remaining social mentions required one-to-one assisted support

Build social media capabilities to serve as end-to-end delivery channel to enable service offers



Dell SDS Social Landscape



Video Production center



Listening Centers



Engagement



Content designers

* Proactive content developed by REC for Commercial

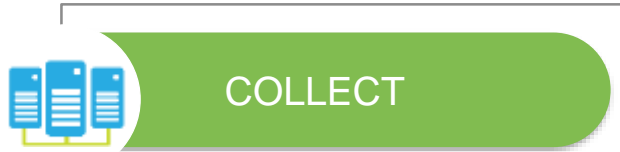
Headcount	300
Scope	Client & Enterprise
Volume	3M ↑ 60% YoY
Volume mix Consumer : Commercial	80:20
Languages	16
# Social Channels	10
Followers	9.5M
Standardized platform	Sprinklr
Content coverage	14 languages
Videos Published per Year	900

Dell's new social media support framework | key components

'Listen' to social conversations, 'Act' on processed data to drive business decisions and 'Close Loop' with stakeholders for corrective actions



SOCIAL DATA MANAGEMENT LIFECYCLE



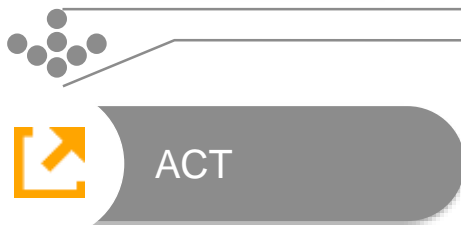
- Data aggregation for all Dell Technologies products & services
- Validation on coverage, capture speed, accuracy, relevance & quality



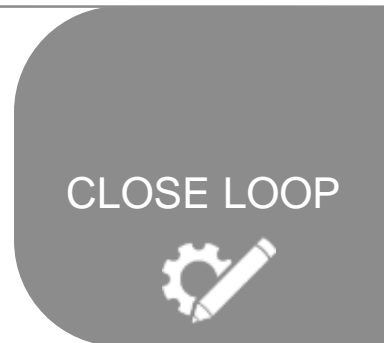
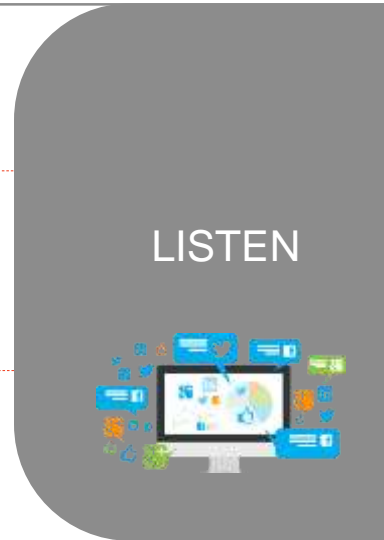
- Data categorization through Natural Language Processing



- Trends, sentiment and share of voice analysis
- Regression, classification & predictive modeling



- Establishing a proactive infrastructure –**
 - Early warning systems
- Providing intelligent assisted support –**
 - Skill based issue routing to agents
 - Smart issue diagnosis & resolution
- Developing effective self-help options –**
 - Support content creation & delivery



Listening highlights



25M annual Dell's conversations on social media with **80%** occurring on non Dell owned channels captured from **180K+** websites



Social listening live in **8** languages, **4** more on roadmap



Insights generated on more than **200** attributes across **1,000+** models covering all of Consumer & Commercial product lines

900+ sensitive & viral conversations reported to stakeholders influencing over **448M** users through real-time alerts



1200+ automated triggers communicated across verticals of Care, Tech Support, GFD, Product Engineering & Eservices



3-5 weeks early alerting of teams on potential high impact issues than other customer support channels



Industry leading **80%** accuracy in sentiment identification and **73%** accuracy in product triggers

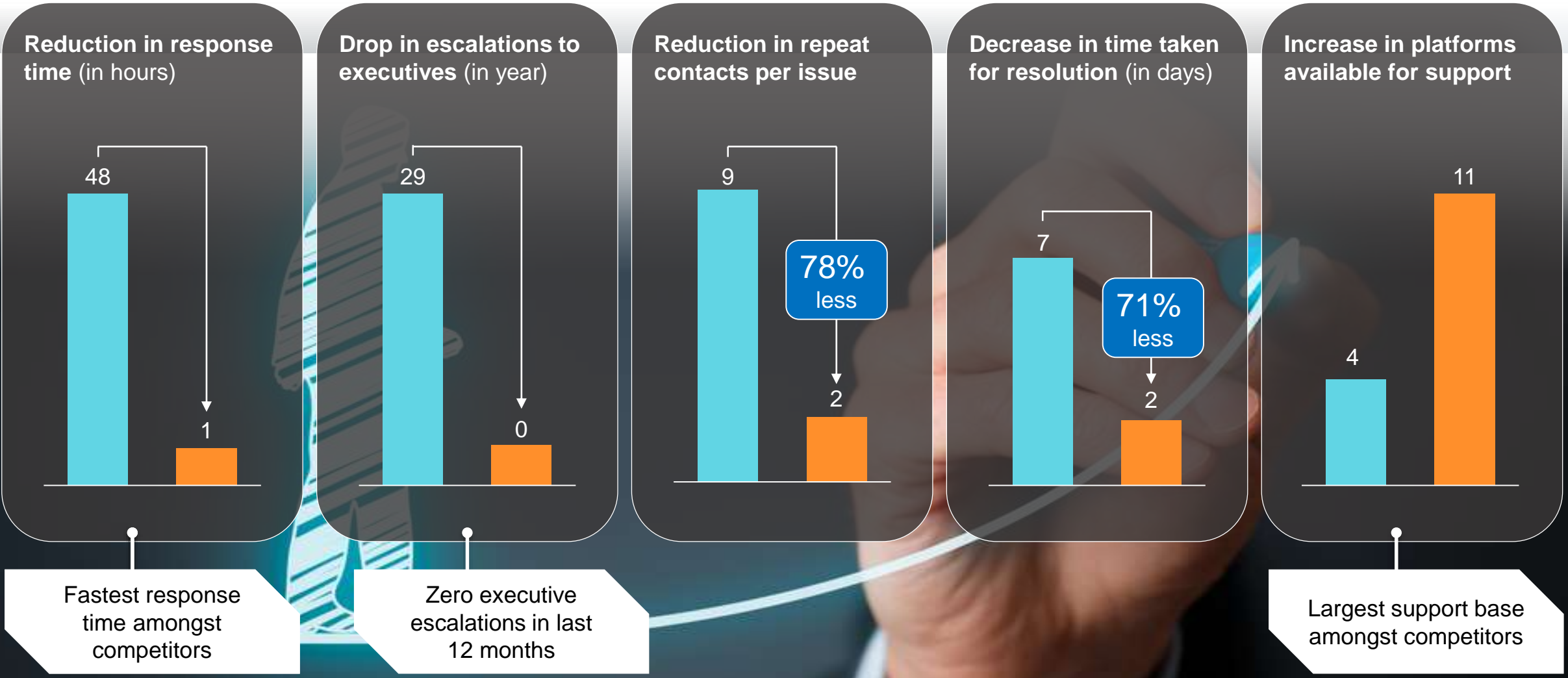


38K+ support videos, GIFs, imagery, articles & infographics published annually across **42** social channels



25M+ viewership & engagement attained annually on support content **3X*** more than competitors for similar volume

Customer Impact | 25% improvement in customer experience and 26% reduction in customer efforts



Winner of TSIA Star Awards 2017

INNOVATION IN LEVERAGING SOCIAL SUPPORT FOR SERVICE EXCELLENCE

TSIA Star Awards are one of the highest honors in the technology & services industry which recognize organizations that have shown exceptional dedication to innovation & excellence. The winners, by virtue of this prestigious accolade, are globally acknowledged by their peers as being the best in the business.



Winner of CMO Asia Awards 2017

BEST USE OF SOCIAL INNOVATION FOR SERVICE

CMO Asia Awards recognize the best organization with outstanding execution of leveraging innovation for excellent customer support amongst a multitude of applicants across 30 countries



Winner of Global Marketing Excellence Awards 2017

MOST INNOVATIVE USE OF SOCIAL MEDIA FOR CUSTOMER SERVICE

Global Marketing Excellence Awards presented by World Marketing Congress honor the organizations that have exhibited exceptional use of innovation & technology in order to deliver best customer service



Winner of Brand Excellence Awards 2017

BRAND EXCELLENCE AWARD IN INFORMATION TECHNOLOGY ENABLED SERVICES

Brand Excellence Awards presented by ABP news acknowledge organizations who have achieved extraordinary success from innovative practices

