



Social analytics  
The three-minute guide





# Why it matters now

## **Knowledge flows are the new business currency**

Businesses have traditionally created value by stockpiling and protecting proprietary knowledge, which they transform into products and services. But today, the value of stagnant knowledge stocks is depreciating at an accelerating rate.

Meanwhile, leading companies are tapping into knowledge flows—communications and interactions that occur among customers, employees, business partners, and other stakeholders.

By effectively connecting with a broad range of participants—interpreting patterns and adjusting strategy based on what they learn—these organizations may gain a competitive advantage and grow more business value.

# Why social analytics?

## Make the invisible visible—both inside and out

Social analytics—tracking and interpreting customer sentiment and activity through the lens of their relationships with one another—has become a powerful tool not only for creating stronger relationships with a wider range of customers, but also for anticipating future developments that may affect organizational strategy.

In fact, leading companies use social analytics to understand in-the-moment knowledge flows within their organization—among employees, suppliers, and other business partners.

As companies use social collaboration tools to improve employee performance, analytics adds another layer of value by helping leaders see performance opportunities and issues that should be addressed.

# The benefits

## **Replenish and extend knowledge**

Analytics can help pinpoint who knows what within your organization based on action rather than assertion, allowing you to make their knowledge readily available to others who need it.

## **Anticipate and influence behavior**

Analytics can help you pick up signals earlier from employees, customers, and others, allowing the organization to intervene by addressing potential problems or amplifying positive behaviors.

## **Predict business outcomes**

New advances in analytics allow organizations to link stakeholder interactions over time back to operating metrics. What is the potential impact of interactions and behaviors on customer churn rate? Employee turnover? Productivity? With social analytics, it can be easier to anticipate outcomes with a powerful new set of leading indicators.

# What to do now

## **Choose your target**

Deploy social analytics in business areas where there are significant opportunities to improve lagging performance or replicate exceptional performance. Connect these investments to specific business goals, using analytics to measure and forecast results.

## **Start building a social culture**

Social analytics requires a steady flow of social data generated by a broad range of people to be effective. Ask social-savvy teams to use any new social application before making a broader launch. Then entice employees to engage by offering social collaboration tools that are proven to be useful, easy to use, and reliable.

## **Deploy social tools that are work tools**

As social tools are integrated into on-the-job performance, companies gain more visibility into interactions across the enterprise. Effective social tools can enhance job performance and accelerate adoption while decreasing reliance on other communication methods, such as phone calls and email, which are harder to track.

# Time's up



## Let knowledge flow

If social insights could help you unlock your organization's knowledge stocks and improve performance, it's worth taking a closer look at analytics.

Learn more about how to get your social analytics initiative off to a smart start.

### Contributors

#### John Hagel

Director, Deloitte Consulting LLP

#### Doug Palmer

Principal, Deloitte Consulting LLP

### Contacts

#### Forrest Danson

Principal  
US Leader, Deloitte Analytics  
Deloitte Consulting LLP  
fdanson@deloitte.com

#### Greg Swinehart

Partner  
Deloitte Financial Advisory Services LLP  
gswinehart@deloitte.com

#### Vivek Katyal

Principal  
Deloitte & Touche LLP  
vkatyal@deloitte.com

#### Nick Gonnella

Partner  
Deloitte Tax LLP  
ngonnella@deloitte.com



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