

# Social Media Analytics: Staying Closer To Your Brand Just Got Easier.

## Fact Sheet

### Situation

We already have plenty of tools to organize, monitor, and search the latest and greatest fads on the market today so why do we need more of that? We can even evangelize an idea, a favorite purchase, or our worst experience and share that with millions of strangers all at once. So if Social Media is now the bullhorn millions have been looking for, how do we monetize all that chatter? In the past when a customer made a complaint, it usually came in the form of a triple-paragraphed letter stating exactly why they were displeased. The response usually came in the form of “free” services in order to preserve the “Customer’s Lifetime Value”. After all, what is a couple of free airline tickets to a billion dollar airline in order to retain an annual 100k flyer? The extra value also used to come in the form of the “hush” factor, where if you can solve the problem with minimal corporate impact, well that is worth something too. Good bye, to that scenario. Now, even the CEO has access to the voice of the customer – the good, the bad and the downright painful. If not acted on immediately, it could have a rippling effect much greater than a couple of free airline tickets both inside and outside the company. With social media in the hands of the consumer another passenger might say, “Hey that same thing happened to me too! What about my free tickets?” So, before you know it this BULLHORN is either saving corporations money, OR it is costing us much more than we know.

### Social BI Solution

So now that the bullhorn has taken off, what do we do with it? How do we act on it? In some cases we purchase a car with more knowledge, or we find out that Aunt Lilly doesn’t like getting her hands dirty in pea patches, but she sure loves building a virtual FARM and telling 30 million people about it! Either way, being able to act on the information long before the data is formulated into a report is vital to any company’s success. Knowing at any given moment what the top likes, dislikes, hot topics and product desires are can not only drive a brand to success, it can help maintain manageable product inventories, drive sales projections, and even influence a customized brand campaign or product design. The options are endless, so why is everyone so worried about the bullhorn? Simple, the information is coming at us so fast that we are forced to make instant decisions before we have a chance to analyze a well-informed solution. Social BI is a simple solution to keeping a pulse on your brand. Extended Results can help in:

### 3 Easy Steps to Social BI

1. Identify Campaign
2. Outline Desired Reporting Objectives
3. Build & Enjoy Instant Actionable Insights

### Social Business Revolution (World Cup 2010)

Forget the oh-so-vague terms “Business Intelligence” and say hello to the Social Business Revolution! Learn how to manage the voice of your brand as quickly as the World Cup top team, player and social mentions did below.



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### Social Business Revolution (Retail Store)

What has social media done for your company lately? Correlate your social media mentions to your sales spikes, demands and sales revenue like this Retail customer has done below (Customer confidential).



### About Us

Extended Results delivers end-to-end Technology and Business Intelligence Solutions using a proven methodology that combines business knowledge, technical expertise, and in-depth application experience. We help our customers and partners discover and implement high value Microsoft solutions that generate rapid, meaningful, and measurable results. Extended Results enables the successful adoption, deployment, and use of Microsoft solutions and technologies for all customers, from the individual to the enterprise.

#### PRODUCT SUMMARY

Social BI allows you to take social media information and make it actionable.

#### INDUSTRIES SERVED

- High Technology
- Entertainment
- Financial Services
- Gaming
- Government
- Healthcare
- Manufacturing
- Retail
- Telecommunications

#### BUSINESS FOCUS AREAS

- Customer Service
- Finance
- Human Resources
- Operations
- Product Development
- Sales and Marketing

#### WORKS WITH

- Windows XP, Vista, v7
- Outlook 2003/07/ 2010
- SharePoint 2007/ 2010

#### QUICK SETUP AND USE

- IT Supported Deployment Scenarios supported
- Simple install by End-Users