



cl@b2015

Social Media and The Customer Journey



Digital is one of the defining mega-trends of our generation but the explosive growth has barely begun

Mobile

Big Data

Cloud Computing

Social

Internet of Everything

50bn

Internet connected “things” by 2020** including sensors, RFID chips, etc.

35

Days for a new technology to reach a critical mass of 50m users



1%

According to Cisco’s CTO, Padmasree Warrior, only 1% of what could be connected in the world actually is

Where will the 99% come from? Networks of smart, connected things

Smart + Connected



Emerging Markets



Personal



Home



Industrial



Environmental



Government



Medical



Transport



Buildings & Cities



Infrastructure

Augmented Reality

Artificial Intelligence

Robotics

Waves of new disruptive technology...

Digital impacts companies in all sectors and across all functions

Create New Business Models
Re-imagined **experiences**

20
Years to catch up with the cyber-security skills shortage



Opportunities
Digitised Operations
Insight
Employee engagement
Speed & Scale
Innovation

Threats
Cyber attacks
Mega-Vendors & Start-ups
Transparency of everything
Regulation
Speed of change

Strategy
Marketing
Sales
Service
Operations
Supply Chain
Risk
Tax
HR
Finance
Partners
Competitors

52%
Digital disruption has demolished 52% of the Fortune 500 since 2000 (Constellation Research)



Digitalization creates opportunities



#GenYBankingChat

EY Millennial Banking Twitter Chat

Share

Winning through customer experience

EY Global Consumer Banking Survey 2014

EY
Building a better working world

Digitalization also creates threats



JPMorgan Chase, other U.S. banks hit by cyberattacks

by Laura Lorenzetti @lauralorenzetti AUGUST 26, 2014, 8:27 AM EDT

The Telegraph

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HOME » FINANCE » NEWS BY SECTOR » **BANKS AND FINANCE**

Banking bosses say a cyber attack is among their biggest fears

A day after hackers were found to have stolen £650m from global banks, chief executives raise security concerns



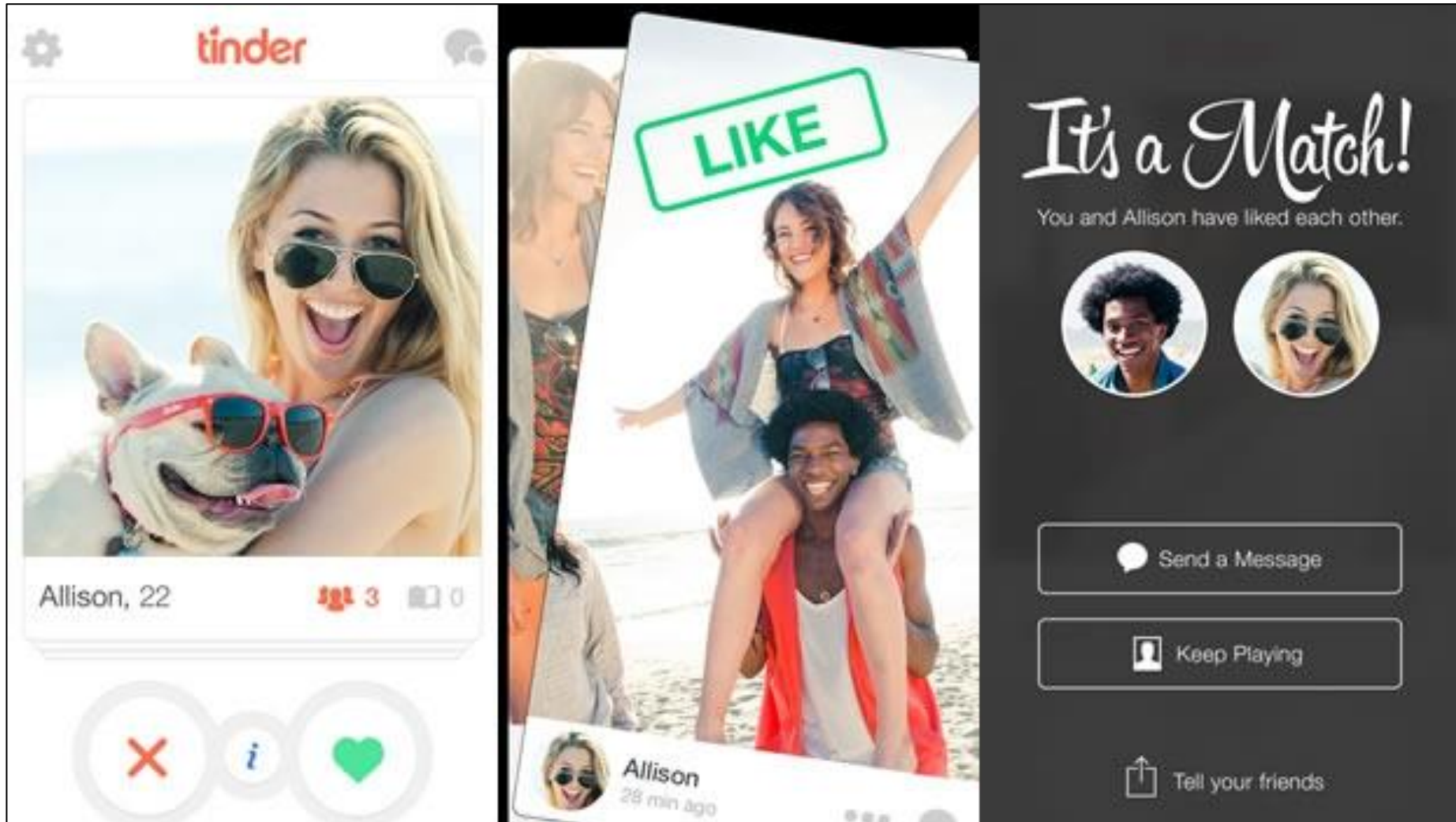
The question should **not**
be...what is your digital or
social strategy?

Instead...

What is your **business** strategy in the new digital world?

So where does Social fit in?

The new financial service customer: Reacts emotionally – simplicity is key!



From personal to professional

In the past 10 years, social media has gone from the dorm room to the board room. It is no longer confined to just sharing personal information – it enables companies to connect with their consumers in real time.

On February 3, 2013 the power went out during the Super Bowl and the world turned to social media for an explanation. Instead they found this...



10,000+
Re-tweets



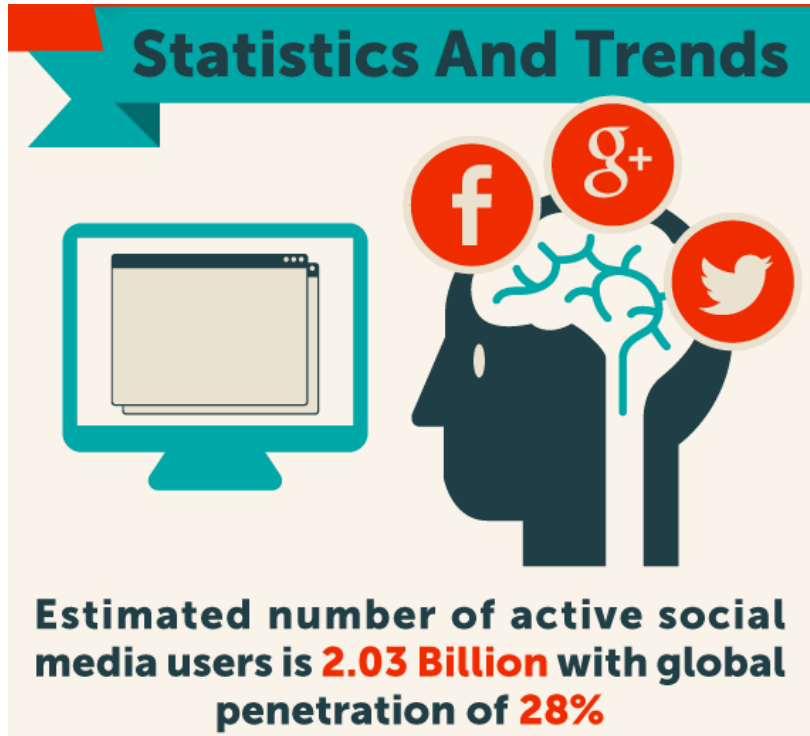
18,000+
Likes



5,000+
Shares

...in the first hour

Addicted to social media...



The facts



- ▶ 81% of B2B marketers use Facebook to distribute content
- ▶ Digital ad spending topped \$140 Billion in 2014. Facebook accounted for 7.8% of that
- ▶ Facebook drives 23% of all website traffic
- ▶ 77% of B2C companies have acquired customers through Facebook

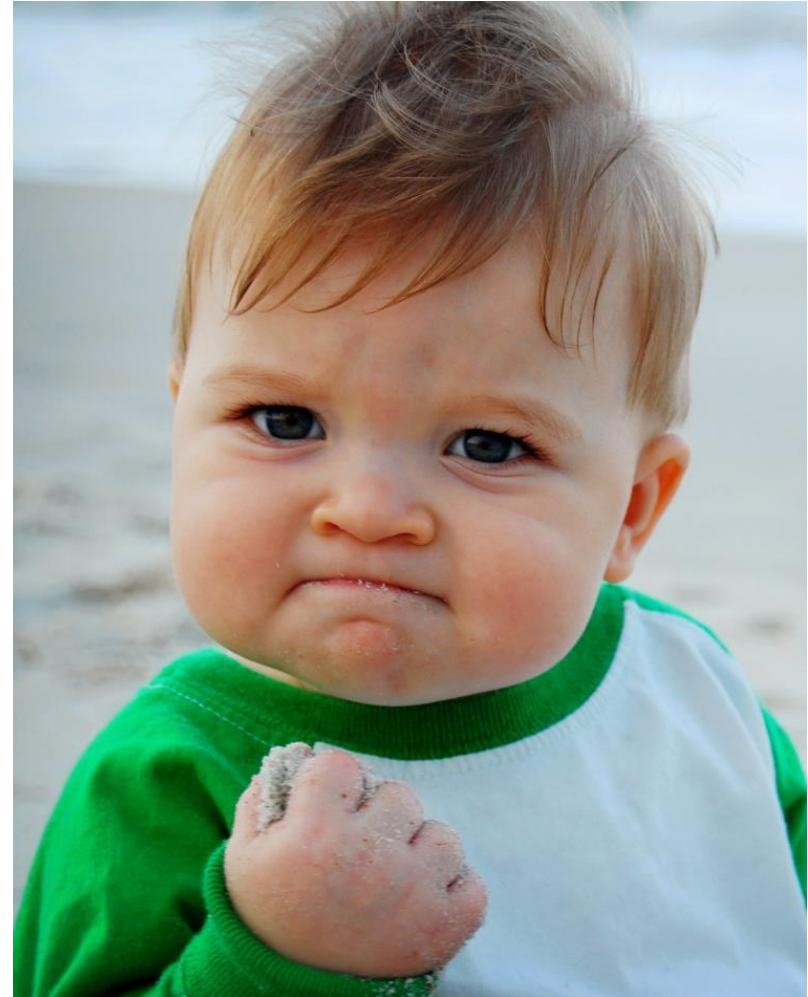


- ▶ 85% of B2B marketers use Twitter to distribute content
- ▶ 42 Fortune 500 CEOs have a Twitter account
- ▶ Twitter drives over 1% of all web traffic
- ▶ 28% of all iPhone users check their Twitter feed before getting out of bed in the morning



- ▶ 97% of Fortune 500 companies have a profile on LinkedIn
- ▶ You are almost 5x more likely to schedule a first meeting if you have a personal connection on LinkedIn
- ▶ LinkedIn accounts for 64% of social media-driven visits to corporate home pages (vs. 17% from Facebook and 14% from Twitter)

Social Media Success Stories



#LastSelfie – US



WWF took advantage of the fleeting nature of Snapchat to illustrate just how easy it is to lose a species. The campaign reached 40,000 tweets and 120 million timelines in just a week and WWF exceeded their monthly donation target in 3 days after launching the campaign

Banco Estado – Chile

Their versatile technology strategies allowed Banco Estado to penetrate local markets and establish relationships with new banking customers and entrepreneurs

The image shows a composite of digital marketing assets for Banco Estado. On the left is a screenshot of the Twitter profile for @BancoEstado, featuring a banner with the text "No importa el frío cuando tienes el calor de los que quieres." and a profile picture with the text "desde 1855". The profile statistics are: TWEETS 75.6K, FOLLOWING 20.7K, FOLLOWERS 47.9K, and FAVORITES 81. On the right is a video thumbnail for a woman with pink hair, with the text "Tengo un negocio y quiero aprender a administrarlo!" and a button "Capacítate con nosotros". Below these is a section for "Qué es la comunidad CreceMujer" with three icons: "Aprende" (a person at a computer), "Conéctate" (two hands shaking), and "Crece" (a person with a speech bubble).

Twitter Profile:

- Banner: No importa el frío cuando tienes el calor de los que quieres.
- Profile Picture: desde 1855
- Statistics: TWEETS 75.6K, FOLLOWING 20.7K, FOLLOWERS 47.9K, FAVORITES 81
- Profile Name: BancoEstado (@BancoEstado)
- Location: Chile
- Joined: March 2011

Video Thumbnail:

- Text: "Tengo un negocio y quiero aprender a administrarlo!"
- Button: Capacítate con nosotros

CreceMujer Community:

Qué es la comunidad CreceMujer

- Aprende:** Accede a una completa colección de capacitaciones y tutoriales que te harán gestionar de mejor manera tu negocio.
- Conéctate:** Ten a la mano la información de eventos y actividades. Relaciónate con otras emprendedoras y conoce sus historias de esfuerzo y éxito.
- Crece:** Un espacio en donde las mujeres ayudan a otras mujeres a alcanzar el máximo de potencial en su negocio.

Kroodle by AEGON – The Netherlands



- Kroodle is Aegon’s insurance brand for the tech & social savvy new generation.
- Customers can connect and receive services through their social networks.
- Examples of products are home, college, liability, gadgets and scooter insurance

Barclaycard – US

Social can enable new ways to engage with customers

What we've done so far

<p>TODAY NBC Today Show Features Barclaycard Ring</p> <p>"The one to have for a low rate card."</p> <p>FEB 2, 2015 NBC Features Ring on Today Show!</p>	<p>Cardmembers Submit New Charity Ideas!</p> <p>FEED THE CHILDREN.</p> <p>JAN 15, 2015 Submit New Charity Ideas!</p>	<p>Retirement Prep Analysis</p> <p>1-on-1 interview with Patti</p> <p>DEC 12, 2014 Retirement Prep Analysis</p>	<p>How to use credit wisely as a couple: Pitfalls and positives</p> <p>the financial planner</p> <p>OCT 15, 2014 Using credit wisely</p>
<p>NEW Change in Terms: Voting in Action!</p> <p>SEP 15, 2014 Voting in Action!</p>	<p>Barclaycard Ring 2013-2014 Annual Report</p> <p>JUL 7, 2014 2nd Annual Report</p>	<p>1st Credit Fitness Review published!</p> <p>MAY 12, 2014 Credit Health</p>	
<p>The Community Voted!</p> <p>Customer calls stay routed to the U.S. based call center.</p> <p>Removed foreign transaction fee</p> <p>FEB 10, 2014 Voting Results!</p>	<p>Complimentary FICO® Credit Score Available!</p> <p>NOV 5, 2013 Amazing new tool!</p>	<p>Community In Action! Credit Fit Review</p> <p>OCT 7, 2013 Credit Fit Review</p>	

Make social a platform to crowdsource ideas to improve the overall card experience and turn customers into active advocates

First Direct Bank – UK

Digital conversations about your brand are already happening. Why not taking the lead of the dialogue?



Provide customers with a space to have an open dialogue with you

CIMB Bank – Malaysia



Planting the seed for future business. CIMB Bank engages with potential future customers and educates them financially through gaming

#IceBucketChallenge

ALS Association – USA

ALS Ice Bucket Challenge campaign raised the awareness and caring for ALS disease patients through competitiveness, social media narcissism, and low barriers to entry.

The challenge tasked nominated participants to be filmed having ice water poured on their heads and then daring others to do the same on social media.

The campaign has led to more than 2.4 million tagged videos circulating on Facebook. Since July 29, 2014, ALS association has raised over \$220 million in donation, compared to previous year's \$5M.



Mobilizing Social Care



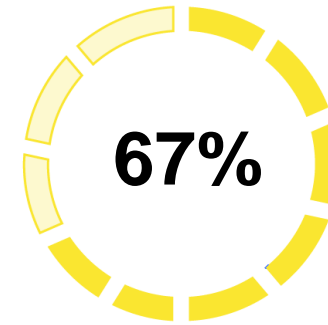
The call conundrum

Customers prefer online service to the phone channel and actively avoid calling a customer service number.

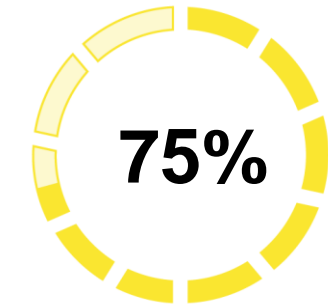
However...

Customers feel forced back to the phone when:

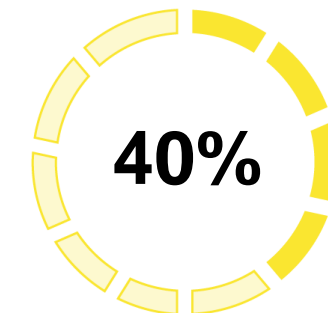
- ▶ They don't know that their needs can be serviced online.
- ▶ Online service doesn't meet their needs (slow, incomplete)
- ▶ Customer journeys are not optimized for web self service
- ▶ They feel that their issue is too complex



Self Service > Phone



Too long to speak to someone



Still need to call after trying to self service

Twitter as a customer service platform

In 2013, Reuters released a report stating that 30% of top brands¹ had dedicated Twitter customer service handles and 42% of Twitter users expect a response to their customer service issues in under an hour. Here are some best-in-practice examples:

@AskAmex



- ▶ 162K Tweets
- ▶ 50K Followers
- ▶ 76% of customer service responses happened in 30 min. or less
- ▶ Avg. response time = 189 minutes

@BancodoBrasil



- ▶ 79K Tweets
- ▶ 130K Followers
- ▶ Over 1,200 infographics and videos to educate their followers and customers

Social Media Risk v. Reward



Common Pitfalls

In most cases, the decision to have a Social Media presence is not taken lightly. There are many pitfalls in sharing information. Here are some examples...

- ▶ Social media pages / accounts being created by outside parties
- ▶ Impulsive or vague campaigns
- ▶ Poorly written responses to public customer complaints
- ▶ Lack of a written response to public customer complaints
- ▶ Corporate matters being leaked through disgruntled employees / discouraged customers
- ▶ Bad timing on social networking campaigns
- ▶ Insensitivity to your target audience (and the social community in general)

Know the risks

For any company with a social media presence, there are risks that surround the communications between you and your customer

Operational Risk

- Complexity
- Increased training
- New processes and procedures

Reputational Risk

- Misuse by employees or former employees
- Damage to reputation has an infinitely larger reach than ever before because information can spread so quickly

Security Risk

- Hacked accounts can lead to the release of sensitive information
- Employee misuse of social applications while at work

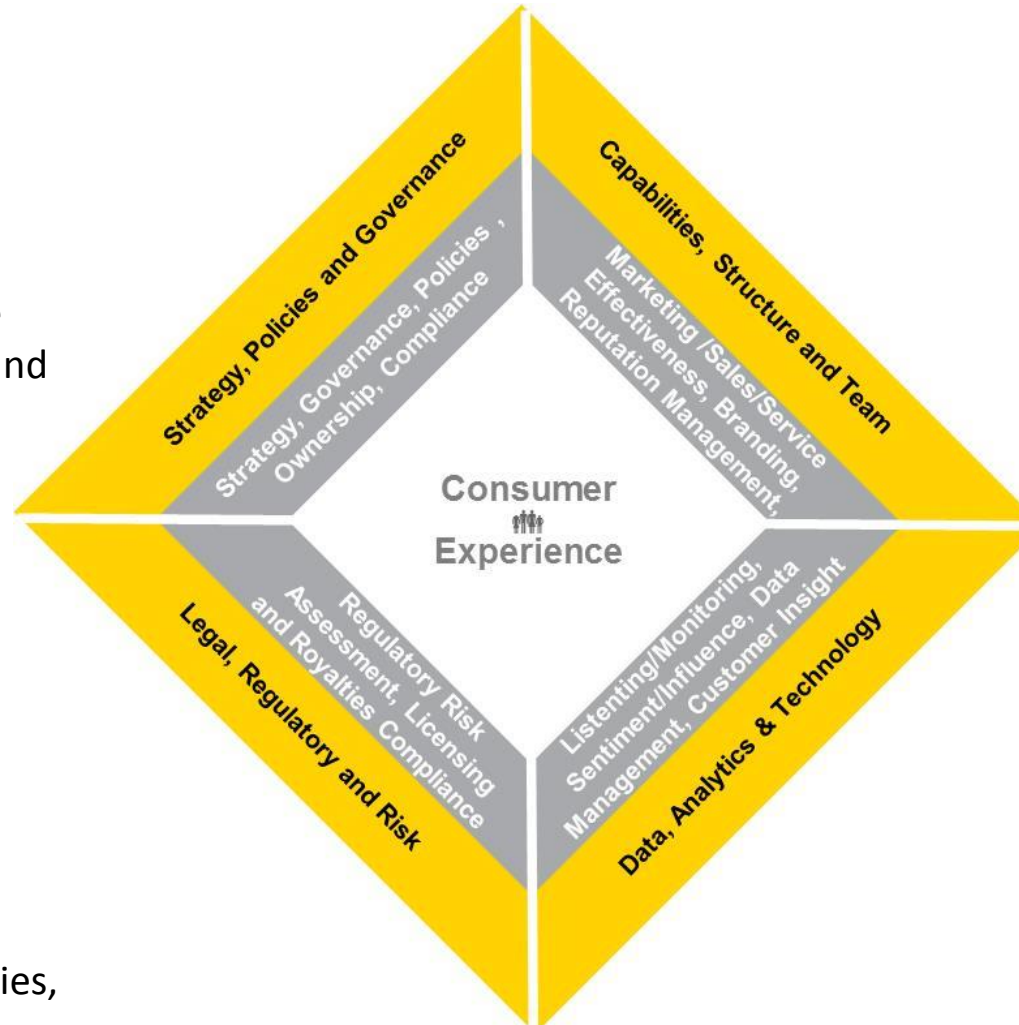
Control Risk

- There is often less controls around social media that can open the doors to non-repudiation issues
- Harmful information can be spread without the aid of mainstream media

A winning game plan is holistic and is centered around four core competencies...

- ▶ Strategy alignment
- ▶ Policies and governance model
- ▶ Integration into core business processes and capabilities

- ▶ Legal & regulatory compliance
- ▶ Data privacy and reporting
- ▶ Risk management of current social media operations, capabilities, and activities



- ▶ Organisation, roles, skills and culture that are able to transform this information into insight
- ▶ Designed and incented to share, collaborate, and think consumer

- ▶ Appropriate, extensible technology tools and platform
- ▶ Analytical capabilities
- ▶ Data capturing and handling capabilities
- ▶ Adequate privacy and security controls

Thank you!



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