Social Media Engagement

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Protect and Manage Your Company's Image

Protect Company's Image

Customer Centricity

Sustain Growth

SAP Innovations

Today's empowered customers are digitally connected, socially networked, and better informed than ever before. Satisfied or not, customers can broadcast their opinions to friends – and far beyond – within seconds.

Social media has created new channels of communication and interaction. Successful banks need to prepare for the increasing volume of social media connections by developing relevant messages and responding correctly and consistently within short time frames.

At the same time, social networks provide a unique opportunity for financial services firms to monitor what is being said on the Internet about their brand, products, and services, as well as how their actions are perceived. Many banks already have a Facebook and Twitter presence to connect with customers who use social networks.

In addition, these channels can be used to promote products and spread marketing campaigns, address customer inquiries, or even acquire new employees.

However, banks lack the ability to gain insight into what is being said outside of these direct communication channels. Often brand perception and negative feedback are mentioned in private posts and Tweets.

It is important that banks track Twitter feeds, monitor Facebook, and review company coverage on the Internet to understand overall sentiment about their brand. This can be achieved only with sophisticated analytical tools.

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Become Truly Customer Centric

Protect Company's Image

Customer Centricity

Sustain Growth

SAP Innovations

There's more to social media than monitoring a company's Facebook page or Twitter handle. To become truly customer-centric and increase customer satisfaction and loyalty, a bank must also be able to identify brand passion and sentiment, and uncover consumer trends and areas for improvement.

Financial services companies should be able to monitor the Internet, analyze messages related to their brand and competitor products, and understand trends. When banks analyze social data, they can use it to shape future company strategy and messaging while improving existing products and services.

Becoming truly customer centric means listening and responding quickly, mitigating the impact of negative messages and complaints, and disseminating positive feedback. This not only creates satisfied customers, but also shows that your company cares about their customers' opinions, concerns, and recommendations.

This creates a foundation for more customer-centric banking and increased customer retention. Comprehensive social analysis and engagement tools help because they are the basis for more effective and efficient customer service that leverages satisfied customers as brand advocates.

Best-Run Banking

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Satisfy Customers – Sustain Growth

Protect Company's Image

Customer Centricity

Sustain Growth

SAP Innovations

To get the most from social networks, financial services firms need software tools to monitor and analyze messages on social networks quickly and accurately, and engage with customers rapidly via social media forums. SAP solutions for social intelligence let you do this and more. They help you engage customers via social networks in a more effective, efficient, and organized fashion – resulting in an improved customer experience.

Our solutions allow banks to:

- Increase your customer satisfaction index
- Improve customer loyalty and retention
- Increase operational efficiency
- Grow marketing and service profitability
- Improve cross-sell and up-sell ratios
- Increase revenue with new products in tune with customer sentiment
- Improve your social media brand image
- Reduce risk to your brand's reputation

27%

Of financial institutions have a unified 360-degree view of the customer and are able to provide a consistent experience

Source: SAP Performance Benchmarking

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SAP Innovations

Protect Company's Image

Customer Centricity

Sustain Growth

SAP Innovations

Social media engagement benefits from SAP technology innovations. Cloud solutions, analytics, and the SAP HANA platform let banks obtain real-time insights at low cost. Mobile solutions from SAP enable banking customers and employees to be informed and make transactions anytime, anywhere, on any device.

Database and technology solutions including SAP HANA enable financial services firms to step beyond typical ways of using information. Banks have many data sources available, from transactions to data generated by external sources across channels and lines of business. Real-time access to data is crucial because it provides an up-to-date, 360-degree view of the customer, supporting better-informed decision making.

Analytics solutions enable banks to quickly explore new opportunities from their existing customer base. Analytics support a holistic customer view and provide unprecedented insights from Big Data. Banks can leverage predictive analytics along with high-performance segmentation engines and advanced sentiment analysis.

Mobile solutions enable banks to serve customers who carry smartphones and prefer to make transactions using mobile devices. This gives bank customers access to products and services anytime, anywhere, on any device.

Cloud-based solutions such as social media analytics enable fast, low-risk deployment which minimizes IT footprint and help ensure a high degree of flexibility and technology and process integration.

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Capitalizing on Social Intelligence

Solution Overview

Social Media Analytics

Social Customer Engagement

Sales and Services

Why SAP?

Social Media Analytics

Get an accurate, real-time understanding of what is being said through social media to quickly discover market needs and trends; quantify customer perceptions about products, services and competitors; and effectively track brand success.

Social Customer Engagement

Quickly deploy a solution to connect to the world of digital customers.

Gain insight by listening to comments about products or services.

Improve customer service by responding directly, effectively, and quickly to a high volume of customer messages, inquiries, and comments.

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Social Media Engagement

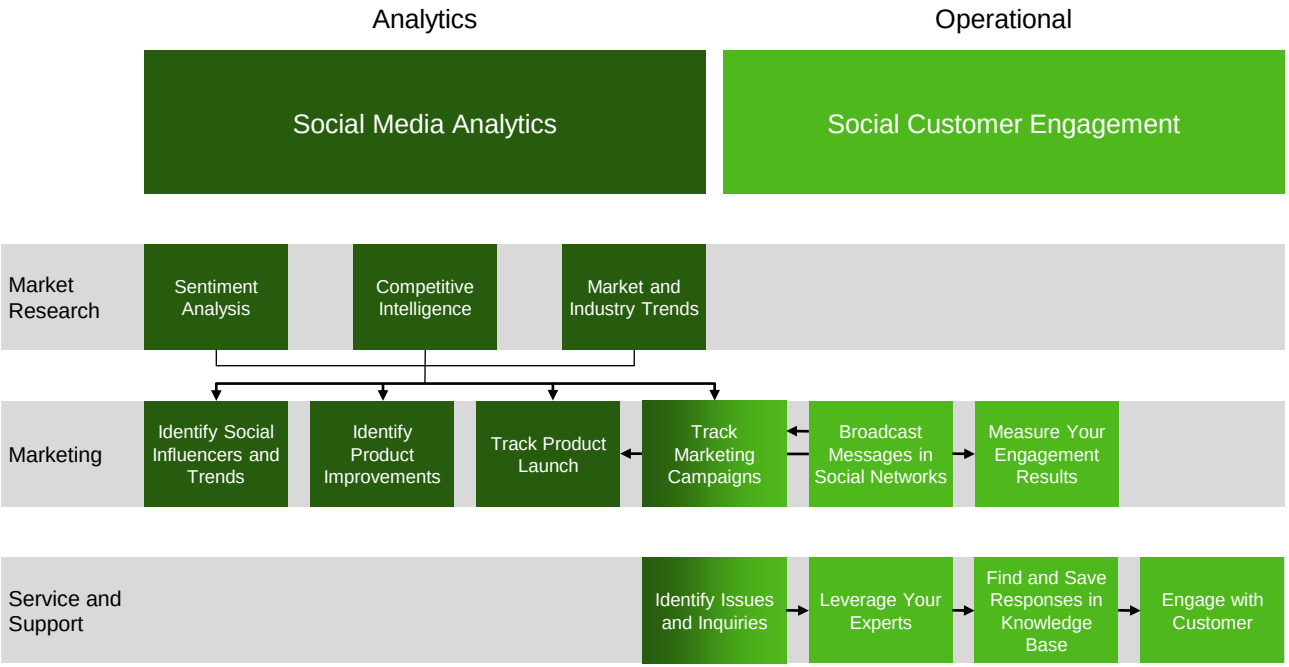
Solution Overview

Social Media Analytics

Social Customer Engagement

Sales and Services

Why SAP?



Social media engagement involves listening to and analyzing social commentary and providing rapid, consistent responses on the Internet.

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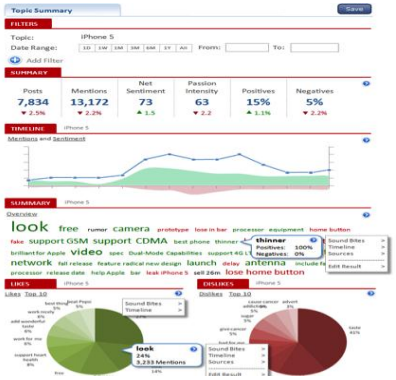
Social Media Analytics

Solution Overview

Social Media Analytics

- Capabilities
- Benefits
- SAP Innovations

Social media analytics help banks track, understand, and analyze customer sentiment and market perceptions on social networks about their brand, products, and services.



20%

Higher revenue per employee when the company is using information to identify strategic and competitive advantages

Source: SAP Performance Benchmarking

Banks should know what is being said about them on social media. SAP software for social media analytics extracts and precisely analyzes customer perceptions from terabytes of commentary in real time. Using these intuitive analysis tools, bank professionals can review complete market insights quickly and easily.

Banks can now listen to what people are saying about their brands, products, and services and fully under-stand buzz, net sentiment, passion intensity (for example: “like” versus “love”), and conversation drivers (product features being discussed).

This enables banks to measure brand equity and stay on top of emerging issues and trends.

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Gain Insights into Social Networks

Solution Overview

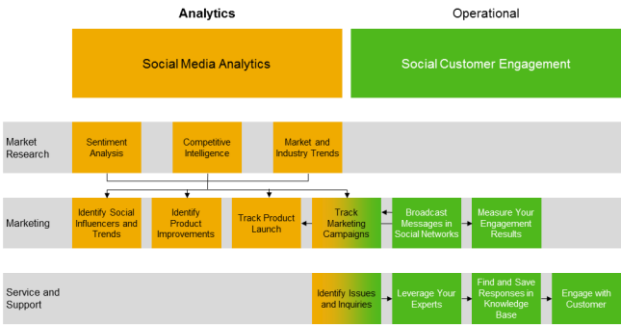
Social Media Analytics

Capabilities

Benefits

SAP Innovations

A fast search engine gives banks instant, real-time access to a massive social intelligence warehouse that contains 12 months' history of pre-analyzed social media content from more than 95 million Internet sources.



8

Out of 10 decision makers think access to the right information at the right time is critical to their business

Source: SAP Performance Benchmarking

Social media content is read, analyzed, and normalized through a unique, sophisticated natural language processing (NLP) engine that understands slang, alternative spellings, shorthand, and common misspellings. Unlike statistical keyword matching, this technology determines not only net sentiment, but also gives deep insights into customers' opinions, emotions, and behavior with a very high level of data accuracy.

This insight facilitates brand analysis, campaign and product launch tracking, and also provides competitive intelligence.

Easy-to-use visual analysis tools, such as scorecards, enable banks to gain deeper insights into the market and measure brand passion as well as the status of competitors. These tools provide a view of overall buzz, emotions, behaviors, and net-sentiment trends.

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Know What Your Customers Are Saying

Solution Overview

Social Media Analytics

Capabilities

Benefits

SAP Innovations

Get valuable customer, market, and competitive insights from the social Web for a comprehensive picture of your brand's performance and areas for improvement.

SAP software provides analytical tools to monitor social media for what was said, when, by whom, and with what sentiment. With these tools, banks can better understand customer expectations, improve product offerings and services, and earn satisfied, loyal customers. SAP software enables financial services firms to not only track their own brand but also a competitor's to identify opportunities or threats to their brand. Social media analytics also helps banks measure the success of marketing campaigns while significantly reducing advertising expenditures. In real time, banks can determine if campaigns or events are creating the desired social media buzz. Our natural language processing (NLP) engine allows for deeper and hence more accurate sentiment analysis and subsequently provides a competitive advantage and effective brand differentiation.

The SAP product is easy to use, as it comes as a packaged solution and integrates with other SAP products.

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Innovations for Social Media Analytics

Solution Overview

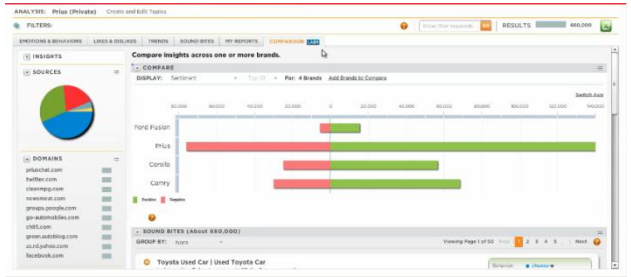
Social Media Analytics

Capabilities

Benefits

SAP Innovations

SAP innovations improve social media analytics, enabling fast, focused, and precise data analysis.



66%

Of companies expect to gain greater flexibility and agility from cloud computing

Source: SAP Performance Benchmarking

Cloud

Delivered on demand, the SAP Social Media Analytics application by NetBase reduces up-front investments for on-premise implementations and eliminates the risk of business disruptions.

Analytics

The NLP engine is the state-of-the-art in text analysis. It produces the highest levels of accuracy by analyzing linguistic relationships between words. NLP data tells the bank the specific opinions, emotions, and behaviors the author is expressing.

SAP HANA

SAP software for social media analytics is powered by a sophisticated, cloud-based, massive social intelligence warehouse (over 100 servers), allowing banks to analyze enormous data volumes residing in global social networks quickly.

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Social Customer Engagement

Solution Overview

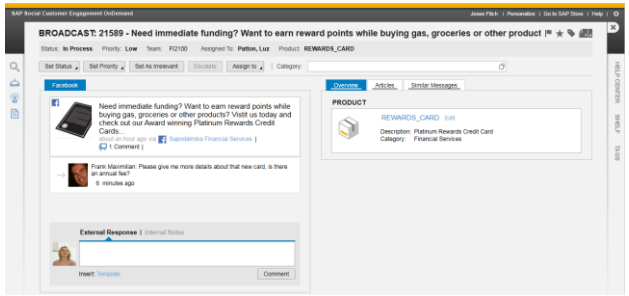
Social Customer Engagement

Capabilities

Benefits

SAP Innovations

For customer service, social media is becoming more important for banks every day. SAP software enables banks to respond to messages from all online channels quickly and accurately.



93%

Customer satisfaction rating for top 25% organizations compared to 81% for average organizations

Source: SAP Performance Benchmarking

SAP software enables banks to quickly deploy a solution or offer. It delivers insight by tracking to relevant conversations about their brand in the social web and provides the opportunity to respond directly. Virtually no manual data entry is needed for customer identification since the SAP software for social customer engagement automatically identifies customers and products with text analysis.

Also, it displays a contextual knowledge base, without the need for manual searching, and supports sharing of answers with customers on Facebook and Twitter capturing a complete interaction history in chronological order.

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Respond Quickly and Accurately

Solution Overview

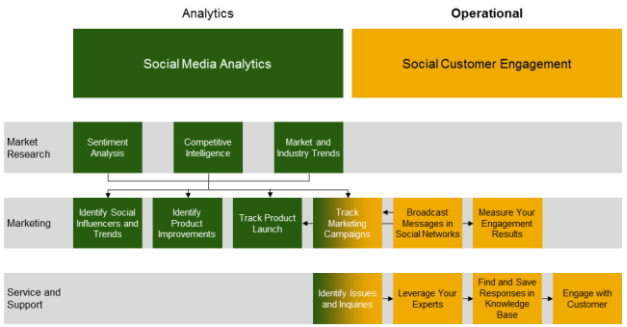
Social Customer Engagement

Capabilities

Benefits

SAP Innovations

Social customer engagement enables financial services firms to quickly understand an issue, route messages internally, gather insight from customers who sent messages, and respond appropriately.



7%

Higher customer satisfaction when detailed profiles and interaction history of customers are available at the point of interaction

Source: SAP Performance Benchmarking

SAP software enables banks to gain insight into social media messages by “listening” to relevant conversations and comments about their brand, products, and services.

Customer service agents and marketing analysts can broadcast messages, quickly research responses, and collaborate with colleagues before answering a request or comment.

The integrated knowledge base enables faster, consistent responses and the creation of templates for recurring responses.

Also, embedded analytics allow management to monitor agents’ message volume, operational metrics, sentiment measures, and customer counts by product and channel.

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Identify Trends and Engage with Customers

Solution Overview

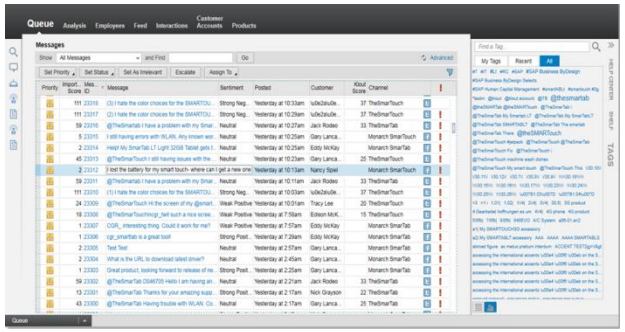
Social Customer Engagement

Capabilities

Benefits

SAP Innovations

Faster analysis of important social media conversations, effective and consistent response to inquiries, and collection of social media history. In short – improved customer service.



20%

Of financial institutions use customer information (such as customer profitability, behavior, and risk profile) to create personalized pricing offers

Source: SAP Performance Benchmarking

With more people using social media and massive amounts of content generated daily, financial service companies must identify key influencers and respond to critical issues before they go viral.

SAP software enables banks to systematically respond to social media messages by finding, filtering, and prioritizing those that are most important.

By merging traditional enterprise data with customer data harvested from social media, bank agents can better understand and serve the customer.

SAP software enables agents to view a customer's message timeline, collect a complete social interaction history, and identify social influence via Clout scores.

Built-in knowledge management and a recommendation engine save time and help agents respond intelligently and consistently to customer messages, improving the overall customer experience.

Also, automatic assignment, routing, and escalation helps ensure that issues reach appropriate resources, reducing latency and improving first-contact resolution.

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Innovations for Social Customer Engagement

Solution Overview

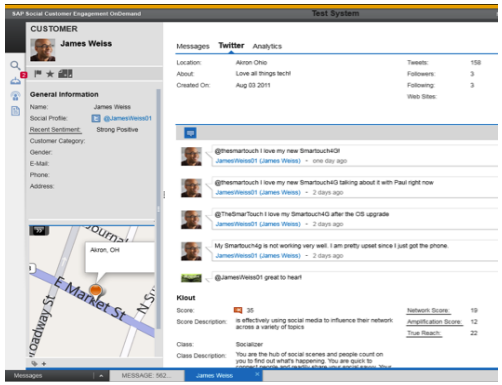
Social Customer Engagement

Capabilities

Benefits

SAP Innovations

SAP innovations enable rapid, effective engagement with customers based on real-time analytics and an integrated social knowledge database.



68%

Expect cloud computing to have a major impact on company performance within five years

Source: SAP Performance Benchmarking

Analytics

Rich data analytics from several data sources provide an overall view of the “social” customer.

Cloud

Delivered on demand according to a subscription-based model, the SAP Social OnDemand solution minimizes initial investment costs. Because SAP manages the software, banks can free internal IT resources for value-added, core business activities.

Mobile

Alerts sent to mobile devices provide bank service teams with always-on visibility and enable direct interaction with customers who are on the go.

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Banking – Sales and Services Value Map

Solution Overview

Social Media Analytics

Social Customer Engagement

Sales and Services

Why SAP?

SAP solutions address key requirements for banking sales and service.

Customer Acquisition	Market Insight	Segmentation and Targeting	Market Planning and Campaigns	Lead and Opportunity Management
Customer Management	Customer Information and Insight	Activity Management	Offers and Agreements	Service Requests
Social Media Engagement	Social Media Analytics	Social Customer Engagement		

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Why SAP?

Solution Overview

Social Media Analytics

Social Customer Engagement

Sales and Services

Why SAP?

Social media engagement leverages the latest technology innovations to enable faster response to market dynamics and customer issues, real-time visibility into brand performance, and low-cost, low-risk, flexible deployment options.

Full Social Media Command Center

By combining two sophisticated yet intuitive cloud solutions – social media analysis and powerful social engagement software – SAP software enables banks to monitor and analyze important conversations from social networks.

Engage in social media outside the enterprise and connect to enterprise applications and planning to run your business from a social media command center.

Fast and Flexible

Cloud, social, and mobile in one package. Cloud applications from SAP are fast to deploy, easy to adopt, and built for social and mobile use at no extra cost.

Comprehensive Value Chain

Only SAP can connect banks with customers from customer discovery and targeting through offer and transaction, driving the ultimate result: growth of the business.

63%

Of the world's banking-transaction revenue touches an SAP software system

Source: SAP Performance Benchmarking

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