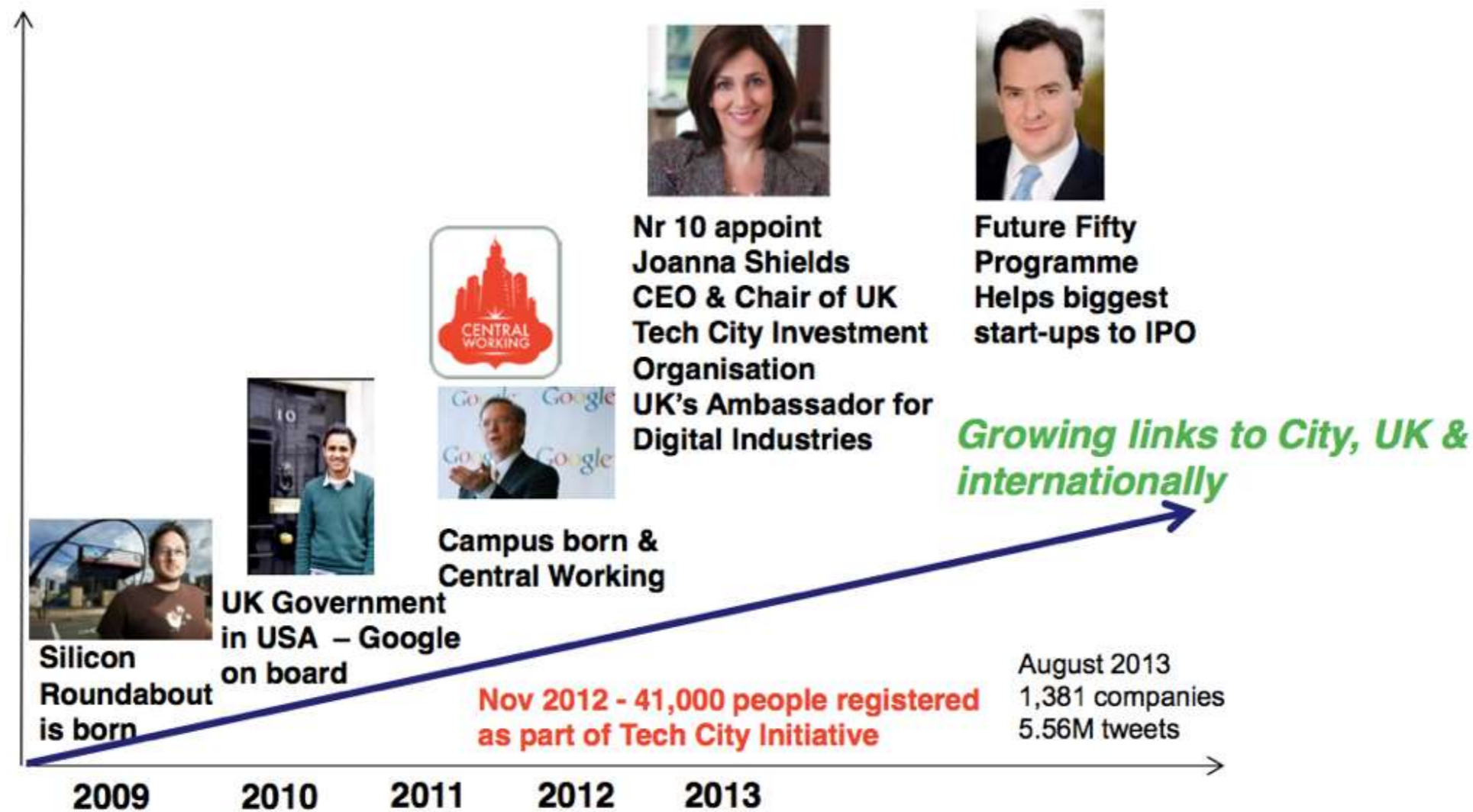


All I want for Xmas.....



...is to work like tech start ups

work 10x as hard avoiding contact as handling it



All I want for Xmas.....



...is to work like tech start ups
work 10x as hard avoiding contact as handling it



Traditional businesses tend to develop organically and slowly for a whole raft of reasons...

But the pace of change and expectation has increased and start up's have looked at things differently...



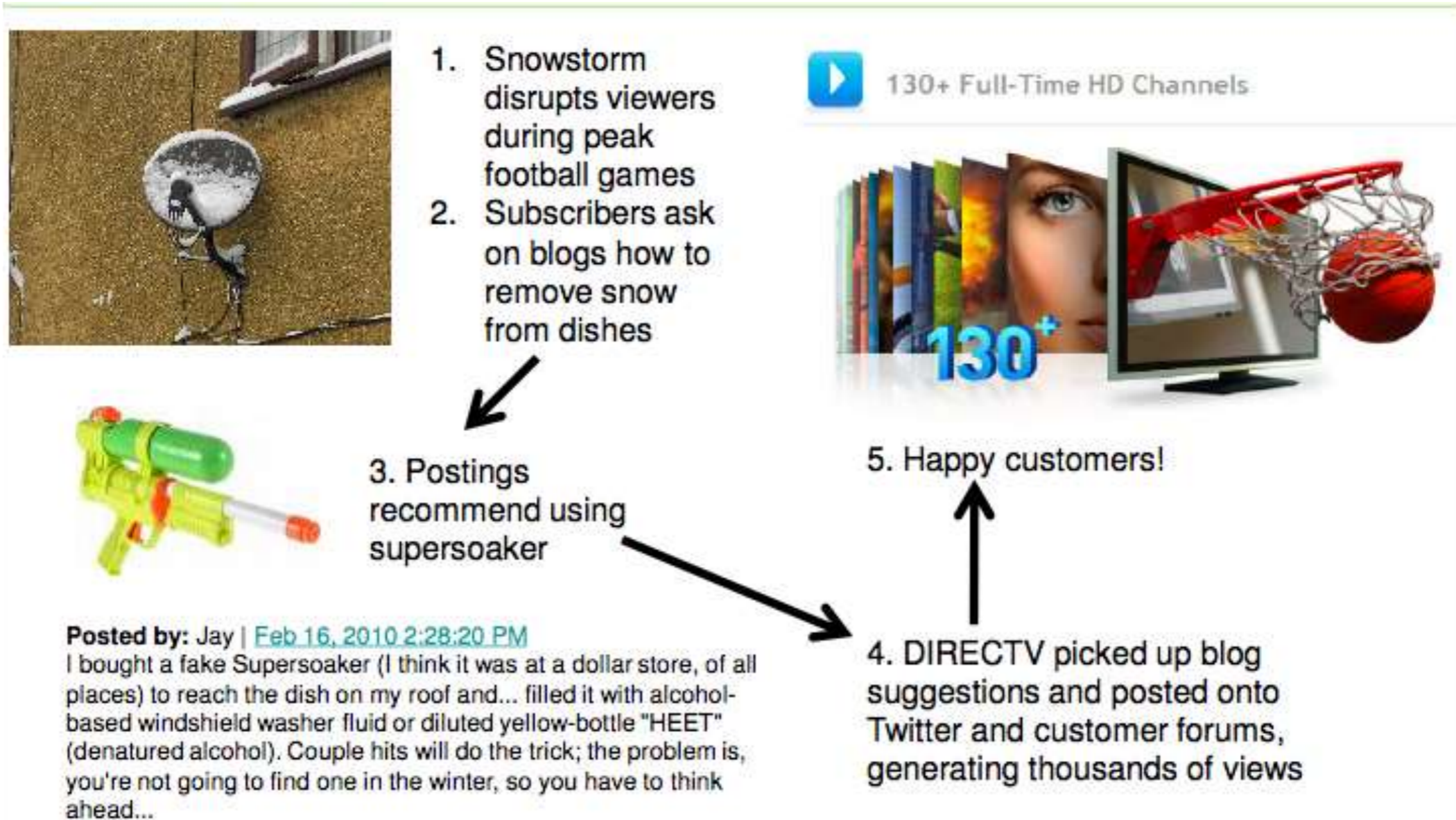
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Crowdservicing – tapping into the immediate power of your customers to drive improvement



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Crowdsourcing – Using the power of your customers to develop your products



35% of all ideas are from outsiders

80% of product launches are successful

(industry average is 30%)

connect + develop™

External collaboration plays a key role in nearly 50 percent of P&G's products. We've collaborated with outside partners for generations but the importance of these alliances has never been greater.

Our vision is simple. We want P&G to be known as the company that collaborates — inside and out — better than any other company in the world.

A.G. Lafley
- A.G. Lafley
Chairman of the Board and
Chief Executive Officer

Submit Your Innovation
▶ Learn how you can license or sell your innovation to P&G.

Browse Our Assets
▶ See some of the assets available.

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work 10x as hard avoiding contact as handling it

Approaching the delivery of service differently – everyone is involved

“When Ravie Rave (@BigSixxRaven) tweeted at Cory Booker (@Corybooker) that her 65-year-old father needed help shoveling his driveway on New Year's Eve, the Newark mayor sprang into action.

Instead of waiting for the city's plows and salters to come by, Booker messaged Rave back, saying, "[I will do it myself where does he live?](#)”

Soon other followers of Booker's Twitter feed volunteered to help, and the mayor [tweeted](#): Please @BigSixxRaven don't worry bout ur dad. Just talked 2 him & I'll get 2 his Driveway by noon. I've got salt, shovels & great volunteers

[Twenty minutes](#) later, Booker and crew were at Rave's father's door.

When the driveway was clear, Rave [tweeted](#) her thanks to Booker:
My daddy is a happy man. He took pictures of his Mayor shoveling his driveway!
lol Thank you so very much @CoryBooker”

Source: www.huffingtonpost.com

All I want for Xmas.....



...is the FAQ crystal ball.....answers in advance



All I want for Xmas.....

...is the FAQ crystal ball....answers in advance




Start building that 'crystal ball' by making it easy and interesting for everyone to join in the conversation and contribute ideas and questions

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | Tech | TV | Video | Dating | Offers | Jobs



Environment > The ultimate climate change FAQ > Climate change | Climate scepticism | Carbon emissions | Carbon footprints

The ultimate climate change FAQ




RSS
Facts and resources about climate change, covering science, politics and economics

Browse questions and answers



Most recent



What are the potential impacts of climate change for the UK?


8 Oct 2013: The government's latest climate change risk assessment identifies flood risk, and particularly flooding from heavy downpours, as one of the key climate threats for the UK

Extreme weather and climate change: is there a link?

23 Aug 2013: Some kinds of extreme weather events are becoming more common as the climate warms; for others the picture isn't yet clear


What is climate finance and where will it come from?

Today's best video




England v Germany

England manager Roy Hodgson and captain Steven Gerrard discuss tonight's match at Wembley



Dress to impress on a business trip

A menswear expert helps an actor choose a stylish yet casual outfit



Toronto mayor knocks

All I want for Xmas.....



...is the FAQ crystal ball.....answers in advance

Make sure that you keep it constantly 'polished' by listening to your contributors

What would you do if I gave you feedback?



“Thanks for the feedback, we did communicate to the airports after your tweet”

All I want for Xmas.....

...is the FAQ crystal ball.....answers in advance

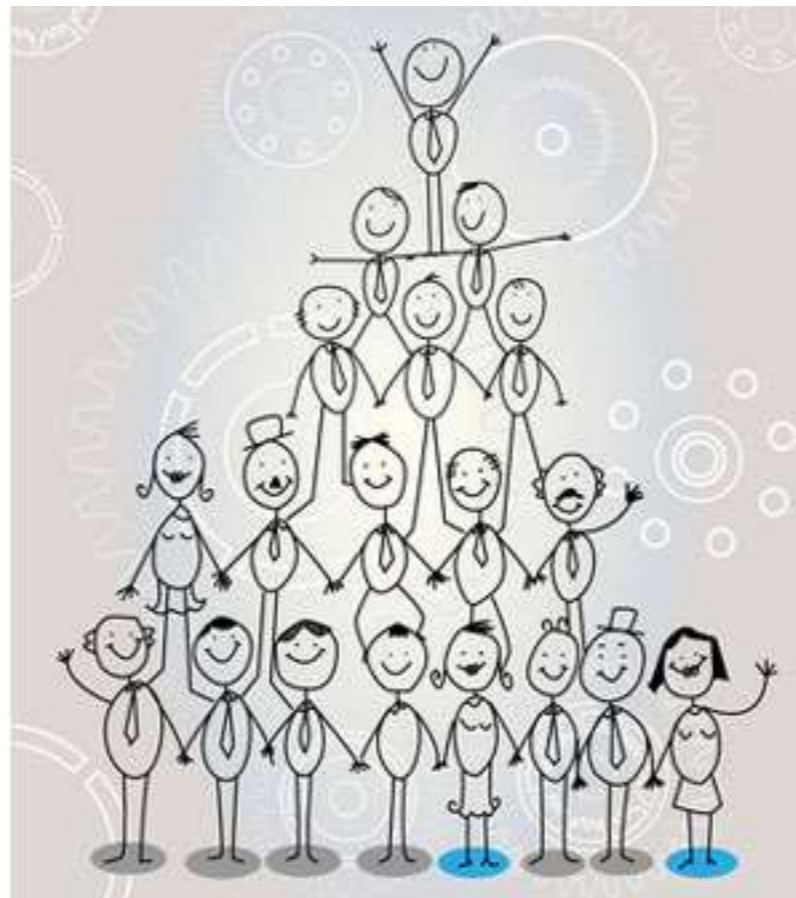
CHECKLIST

Making sure you didn't forget anything

- Scan **TWITTER, FACEBOOK, YAHOO ANSWERS, QUORA, COMMENT SECTIONS**
- **REQUEST** questions via the organization's Twitter and Facebook
- Write a **BLOG** post requesting questions
- Create a Google **Form** to post on your site
- Include an overview of **BASIC ISSUE**
- Put the **SIMPLEST** information first
- Use **ANALOGY** where appropriate
- Define **JARGON**
- Insert **SEARCH** box
- Answer only the **QUESTION ASKED**
- Use **HYPERLINKS** and simple language for attribution
- Text is in **MANAGEABLE CHUNKS**
- **LiveFAQ, XTRANORMAL, Simulate a Conversation**
- Insert Google News update **WIDGET**

All I want for Xmas.....

...is one view of priorities for customers
across all sources
of VoC, feedback and metrics



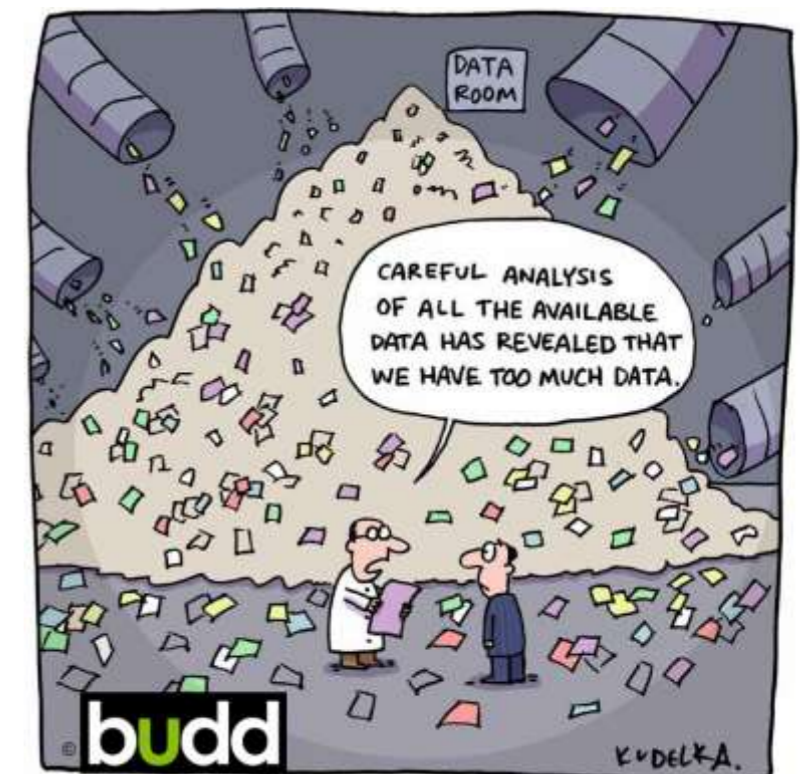
All I want for Xmas.....



...is one view of priorities for customers
across all sources
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.... no shortage of **feedback**

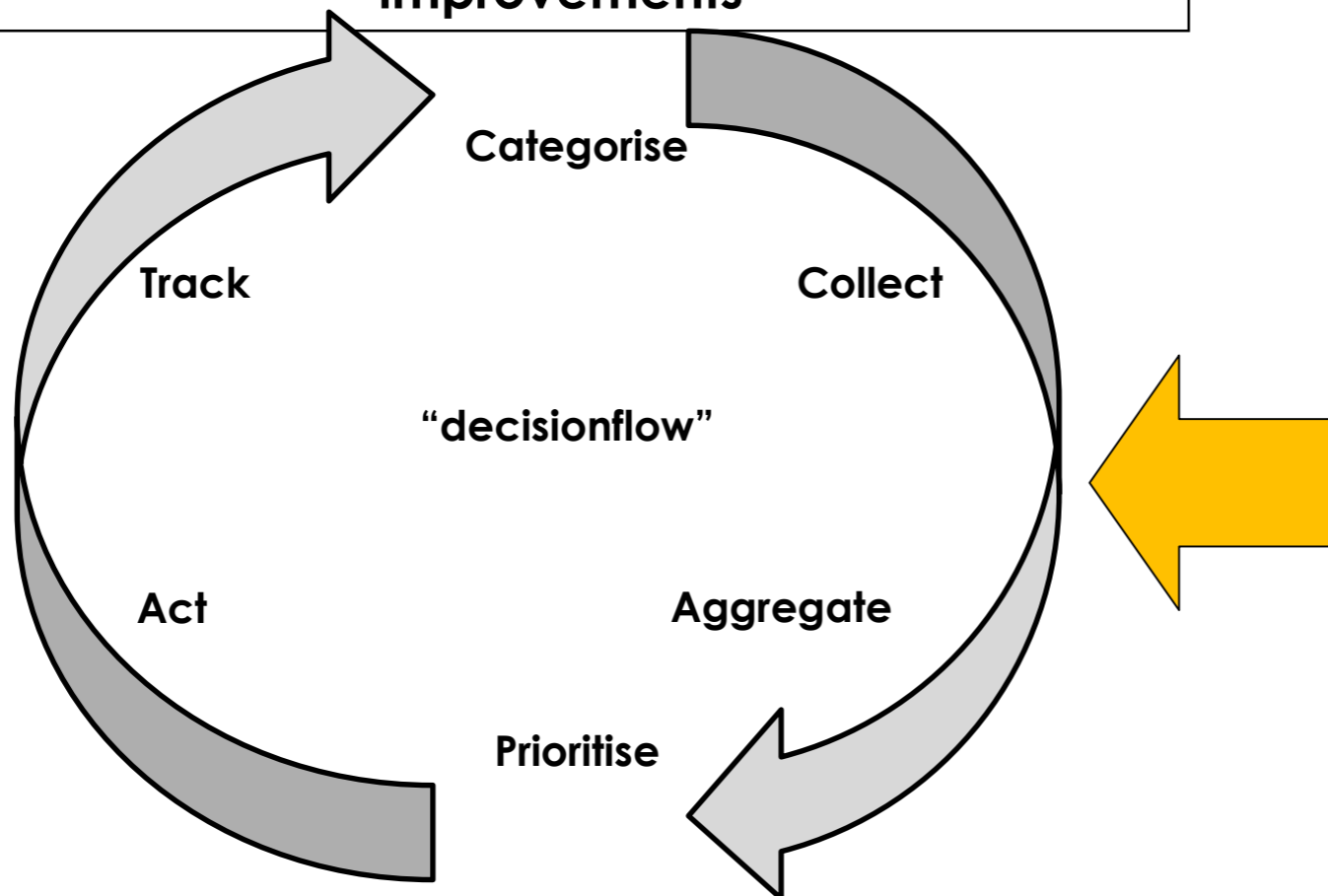


All I want for Xmas.....

...is one view of priorities for customers
across all sources
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I want a nice model to build - a decisionflow that collects data from across the organisation, including speech analytics, to drive coordinated prioritisation and an integrated set of improvements



Data sources

Speech analytics	Social analytics Business insight Data warehouse
Free structured and unstructured data	Front line and customer insight (voices)
Customer research Feedback	Complaints
QA Compliance	Agent monitoring Surveys Voice records

All I want for Xmas.....



...is one view of priorities for customers
across all sources
of VoC, feedback and metrics

Can I learn how to build this model from my friends? - Top 12
hindsight learning points from researching clients who have built
their own models

- Facts-based evidence
- Make it business as usual
- Rigorous processes
- Value irritant model
- Use customer's words
- Constant communication

All I want for Xmas.....



...is one view of priorities for customers
across all sources
of VoC, feedback and metrics

Can I learn how to build this model from my friends? - Top 12
hindsight learning points from researching clients who have built
their own models (cont.)

- Dedicate resources
- Work hard to engage
- Help Business Owners to buy in
- “You said...we did.”
- Integrate departments
- Change organisational culture

All I want for Xmas.....

...is every director to have reindeer ears tuned into their front line staff



...and a red nose that lights up when they act on it

All I want for Xmas.....

...is every director to have reindeer ears tuned into their front line staff

It's one solution, but not very resource effective



All I want for Xmas.....

...is every director to have reindeer ears tuned into their front line staff

If they don't turn up by themselves why not invite them to the party?..

Call centres can be frightening places where the reality of customer experience can actually be felt, so is it sometimes surprising that people stay away from the party?



All I want for Xmas.....



...is every director to have reindeer ears tuned into their front line staff

Here's some tips about getting a full house for your party...

- Scheduled time in peoples diaries
- Send reminders
- Schmooze the PA's
- Briefed on top issues
- Focus on relevant MI
- Drop hints as to what to look out for
- Make them feel part of the team, that their contribution is valued
- Walk the floor
- If listening in is part of the session, select agents carefully
- Debrief
- Agree actions
- Follow up
- Keep providing the focused MI

...and a red nose that lights up when they act on it