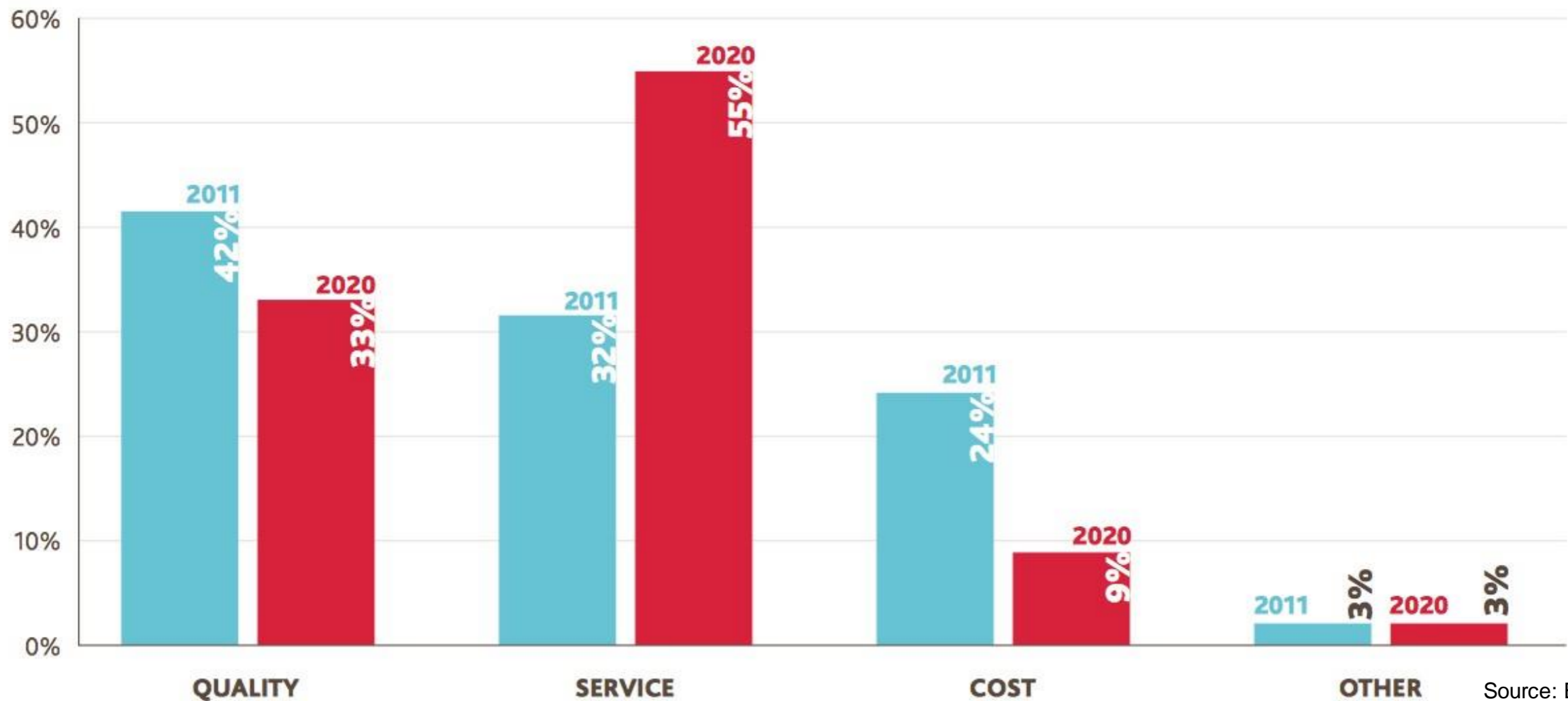


Socialising Customer Service



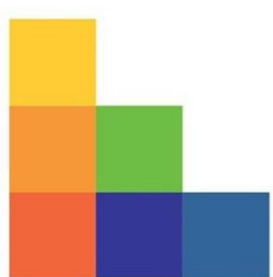
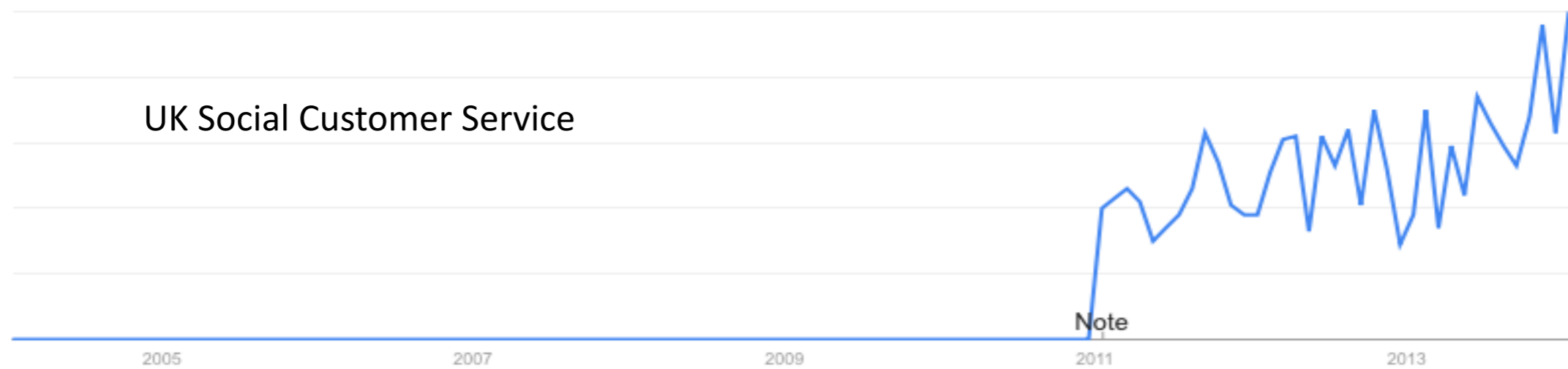
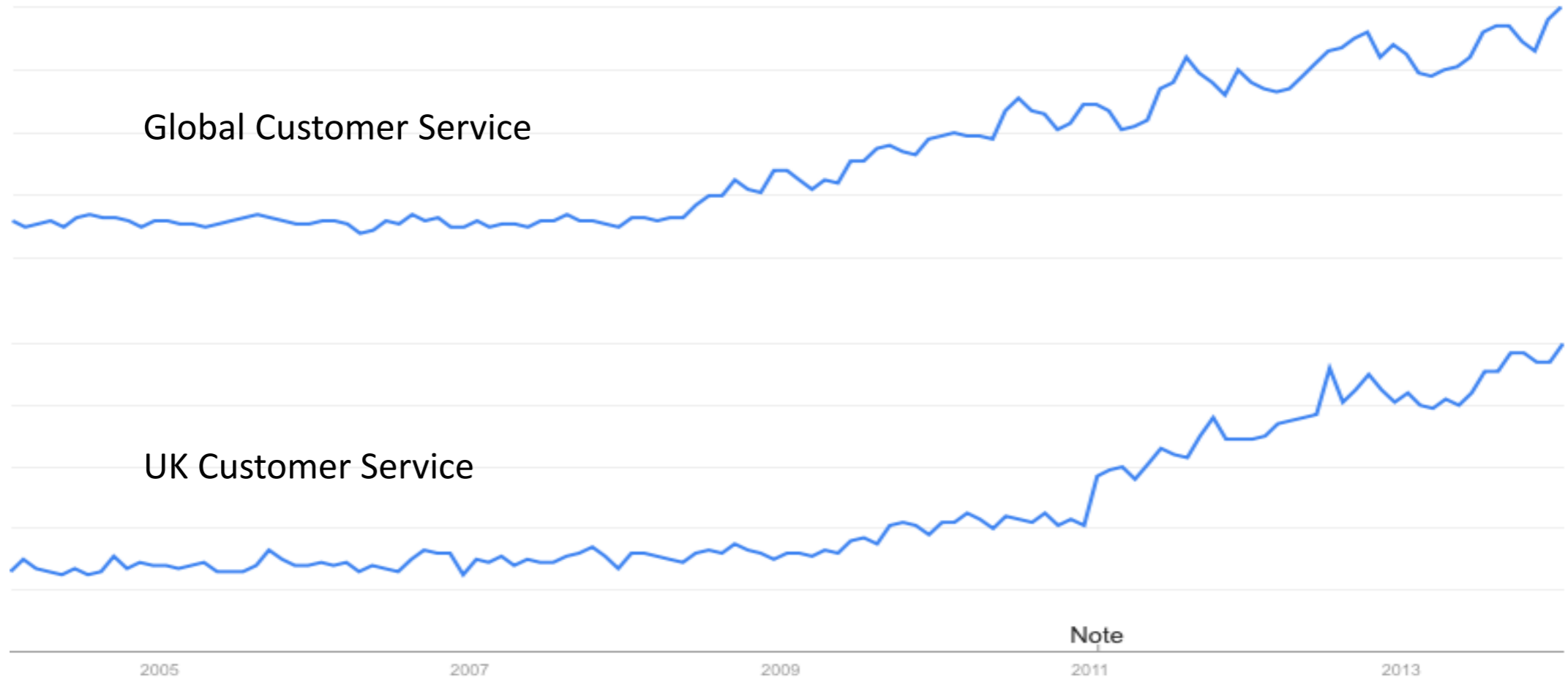
Service is expected to be the biggest competitive advantage by 2020

Q: "On what basis does your company primarily compete now, and what do you expect in 2020?"

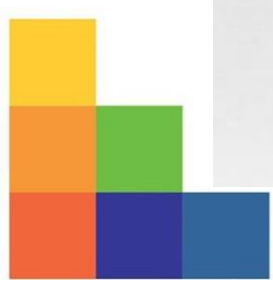
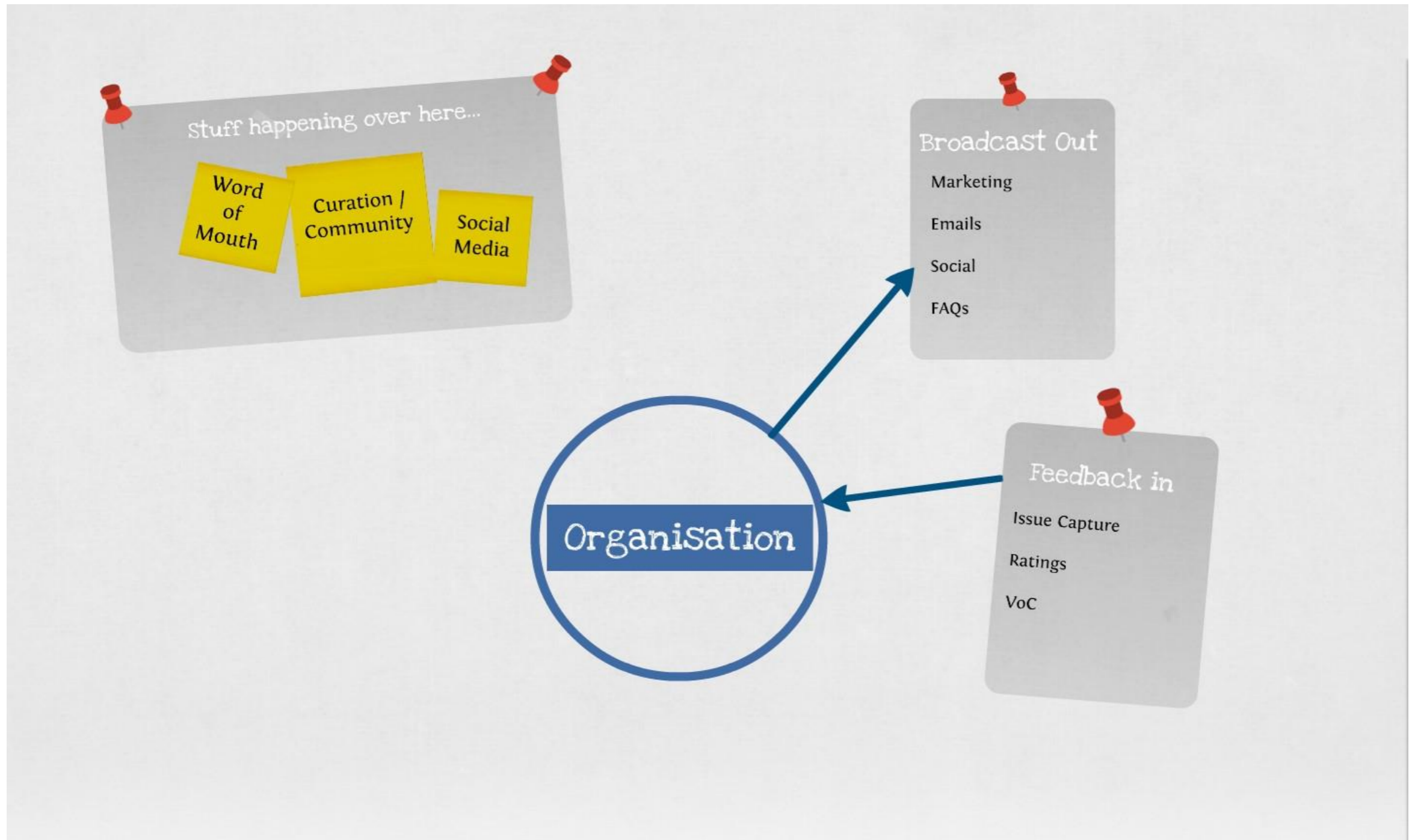


Source: EIU 2011

Social Customer Service is a big feature

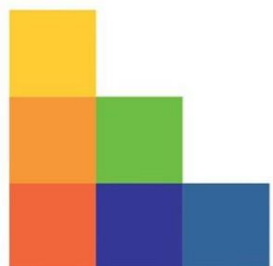
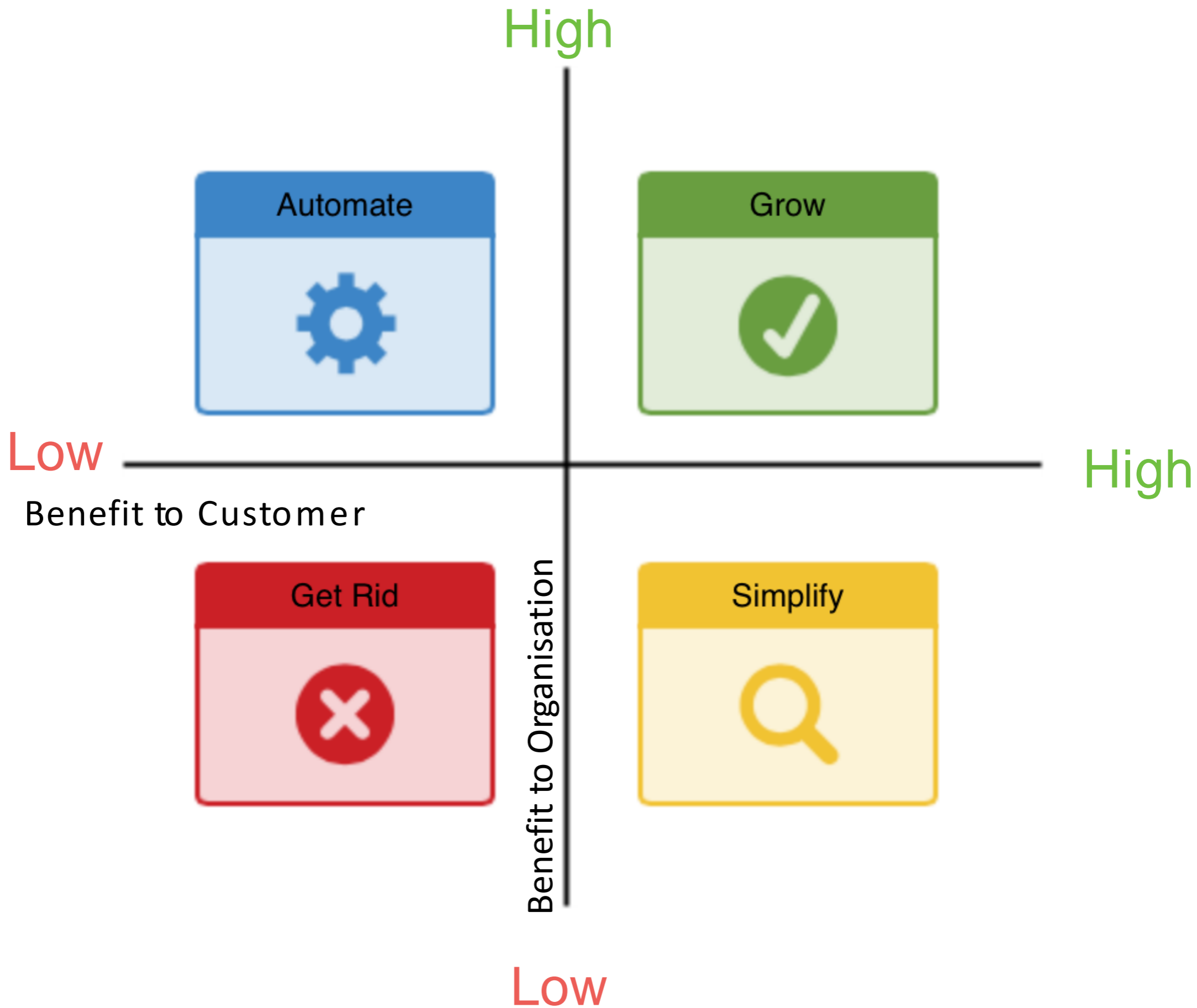


but most of us still aren't networked with our customers...



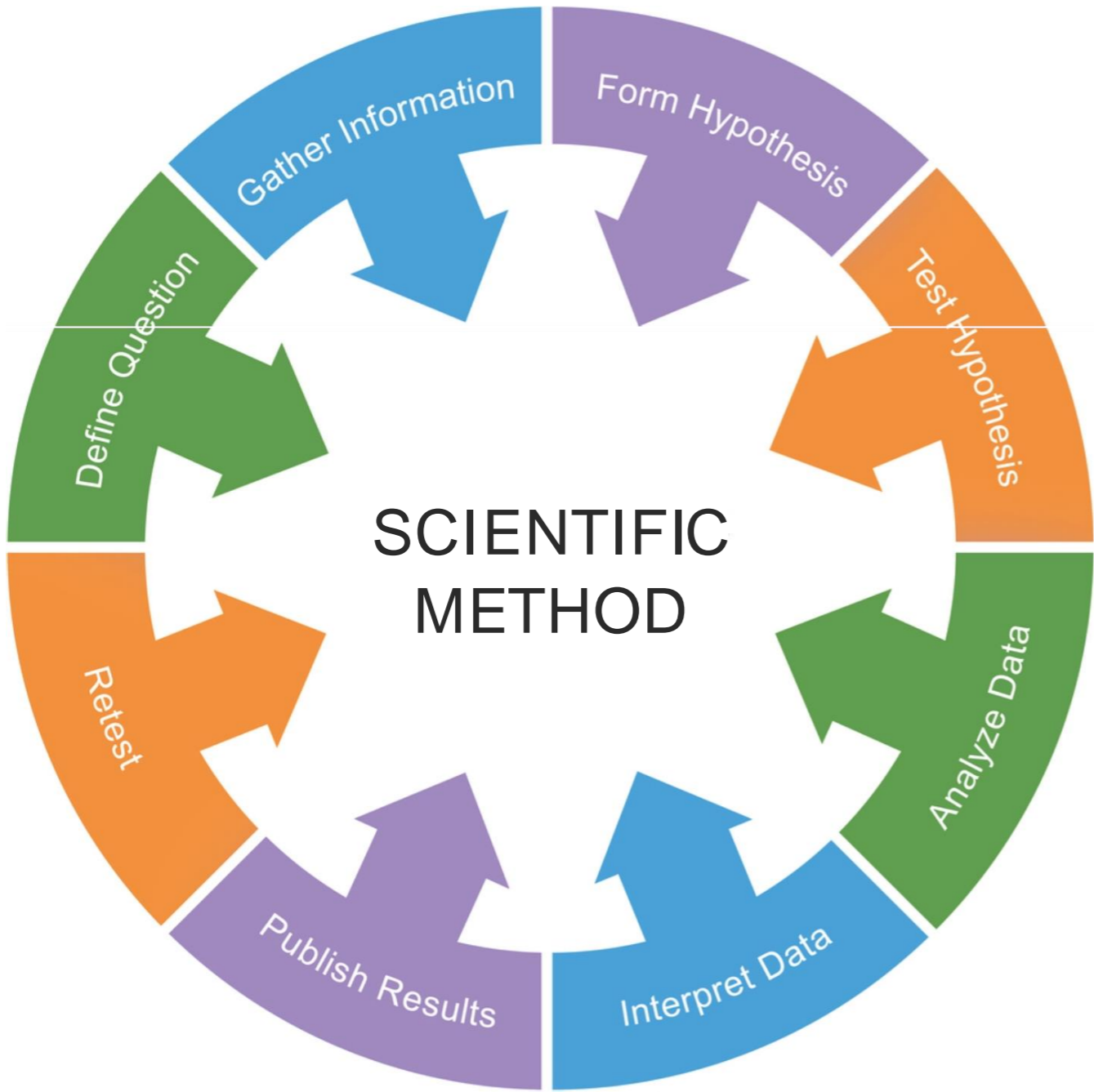
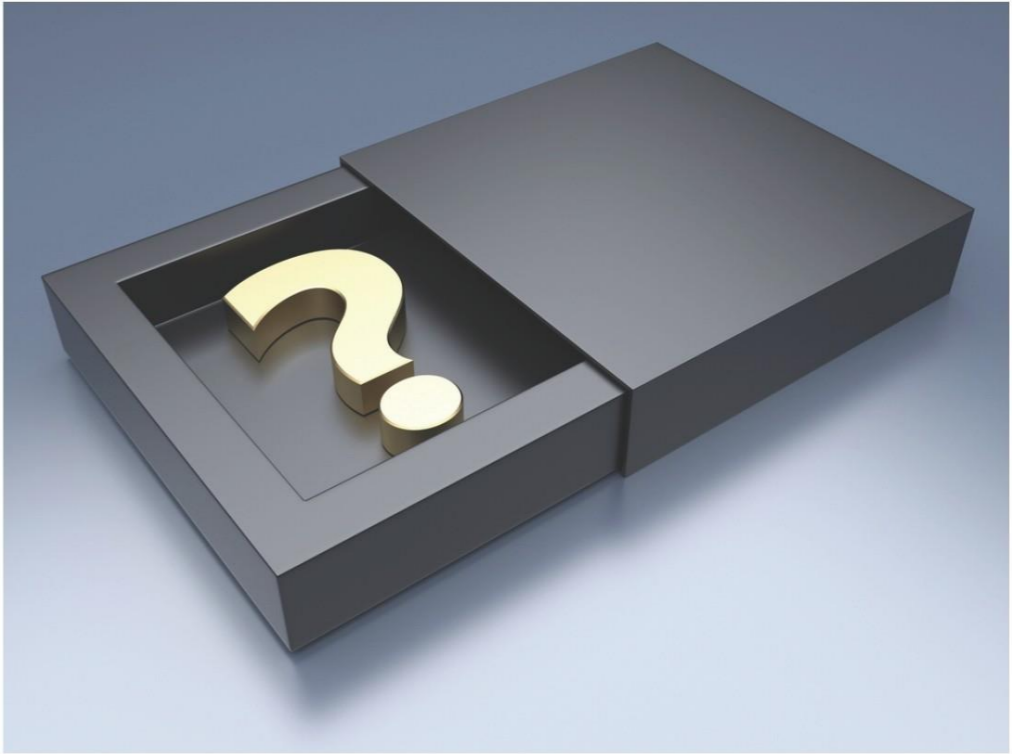
#1 Be clear on the problems you are trying to solve through social



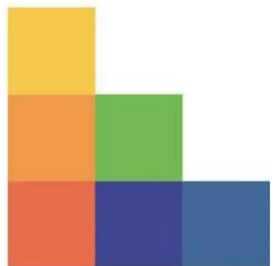


#2 Create a testable hypothesis





A/B
SPLIT
TESTING

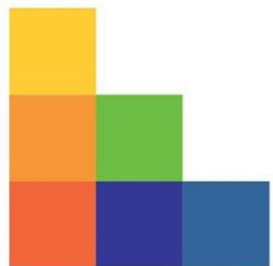


#3 Create a following





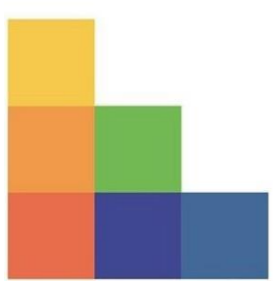
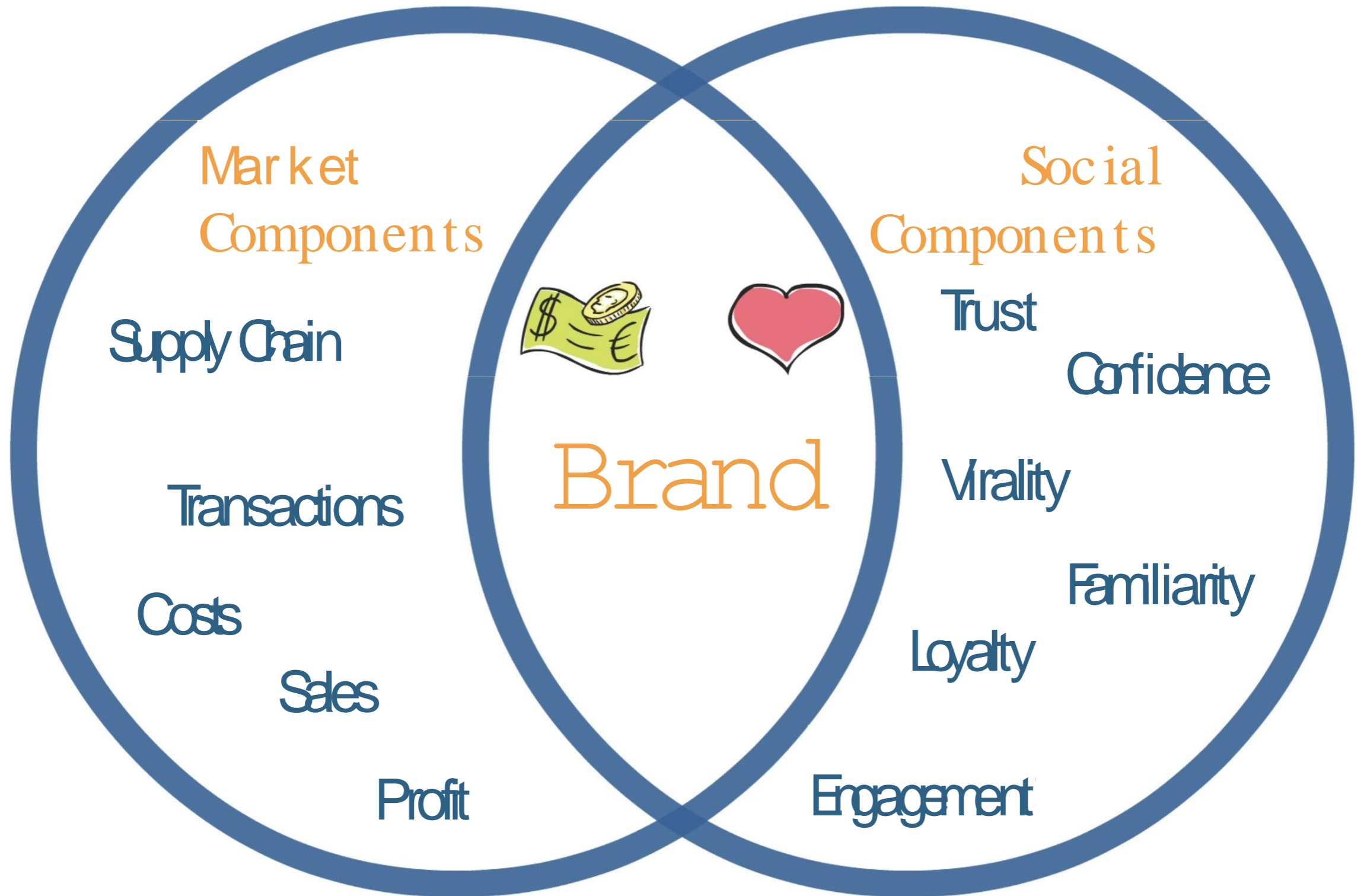
<https://www.youtube.com/watch?v=fW8amMCVAJQ>



#4 Use a mix of metrics
to measure success



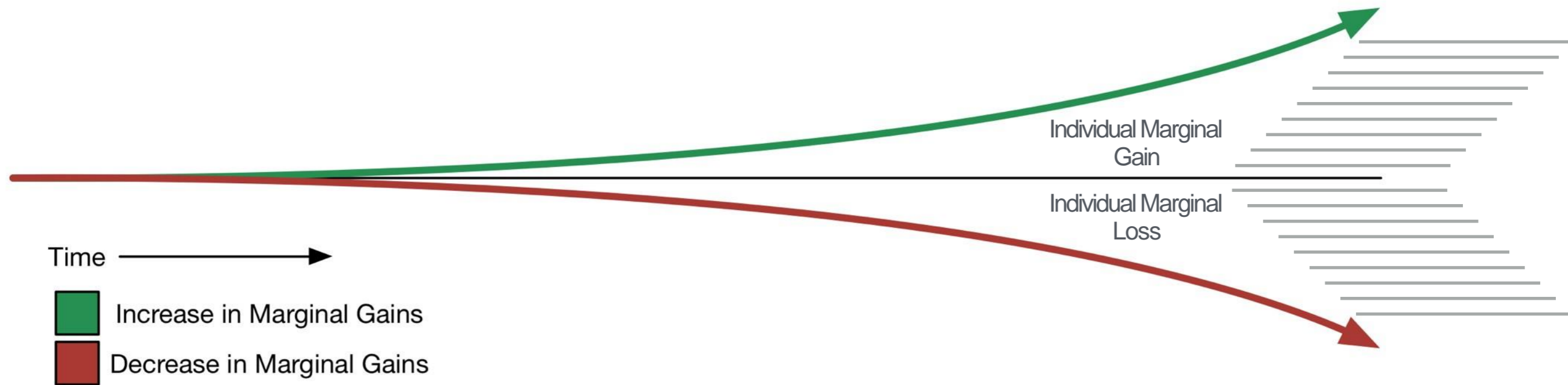
Market vs Social Relationship Model



#5 Fail Quickly.
Succeed Quickly.
Move on.

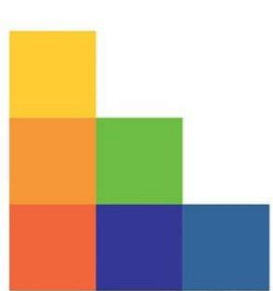


'The Aggregation of Marginal Gains'



The marginal choices we make have minimal impact at the start.

The 1% improvement or decline aggregates over time, creating a much larger risk than first envisaged.



Thanks for listening & good luck
with your ventures!

Connect: hello@johoverventures.com

Tweet: @johoverventures

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