



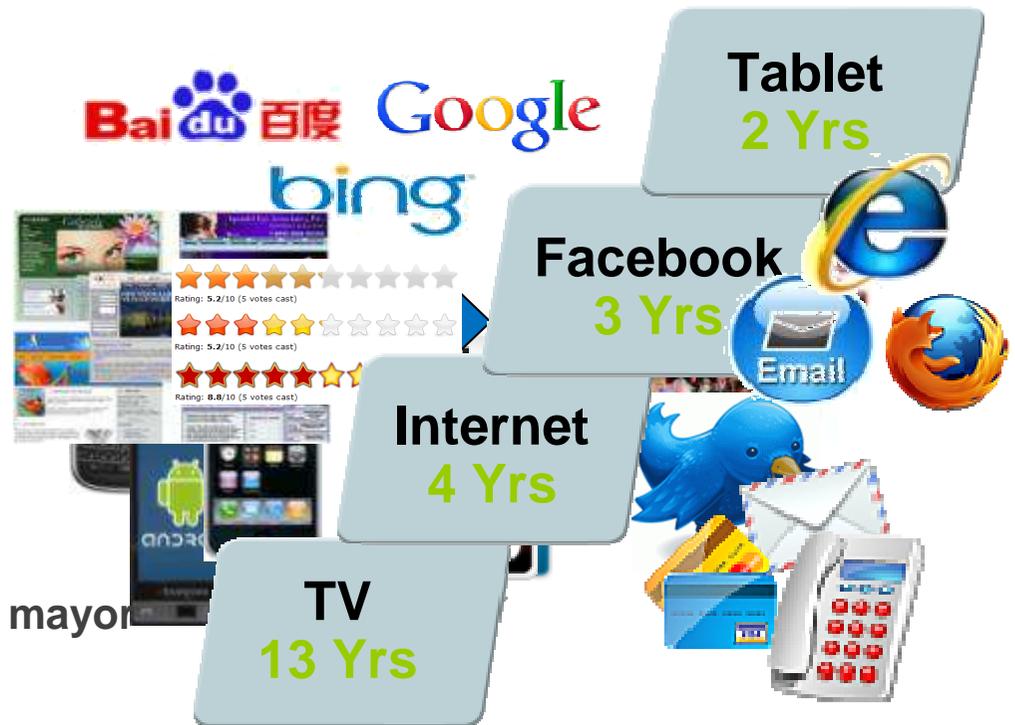
CÓMO GENERAR VALOR DE NEGOCIO A TRAVÉS DE LA ANALÍTICA DE LOS MEDIOS SOCIALES

José Luis Camps



Nuevos retos empresariales y oportunidades

- Proliferación de canales...
- Internet evoluciona...
- El consumidor tiene el control...
- El uso de los nuevos medios crece a mayor velocidad...



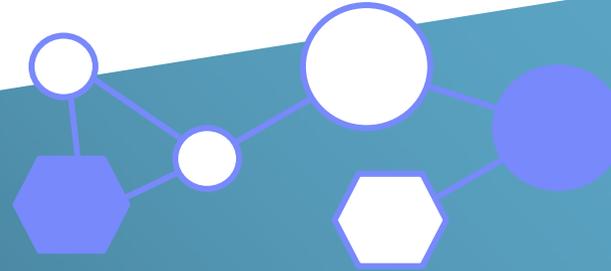
Expansión del role del C-Suite's y su contribución a los negocios



CXO Tradicional

Agenda:

- ✓ Comprender el mercado y al consumidor
- ✓ Crear necesidad y demanda
- ✓ Conducir la estrategia de la marca y su ejecución



CXO 'Transformador'

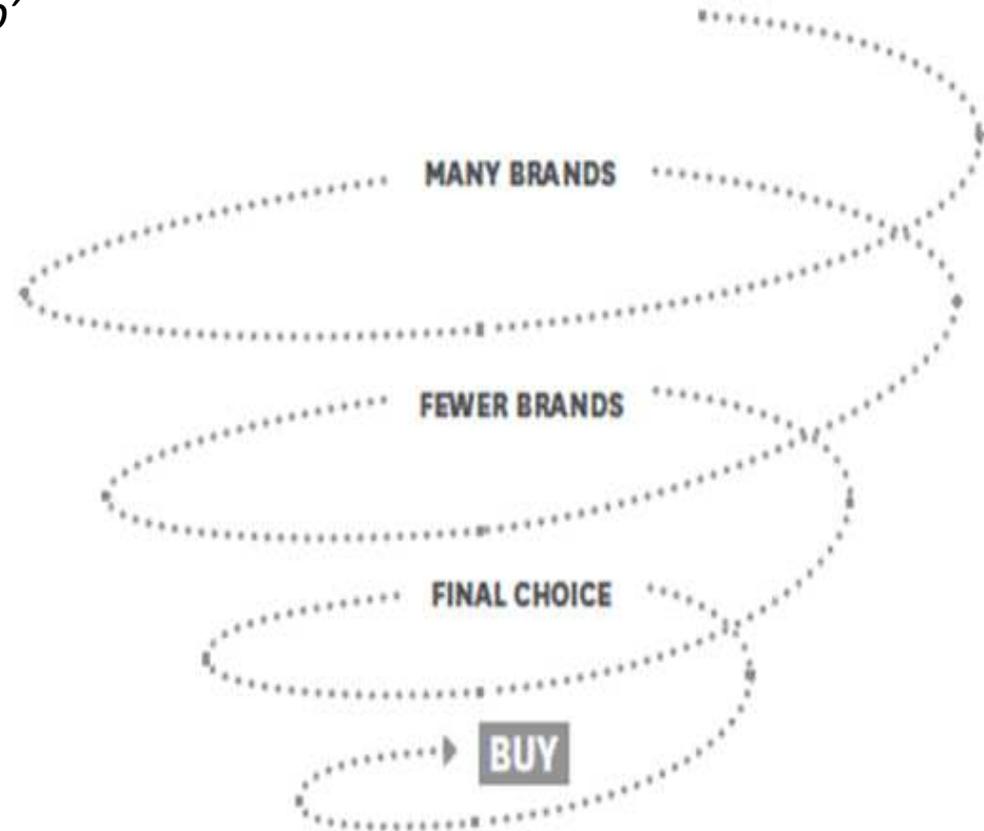
Agenda:

- ✓ Entender al cliente en tiempo real
- ✓ Anticiparse a las necesidades del cliente
- ✓ Conducir interacciones consistentes entre todos los canales
- ✓ Monitorizar satisfacción & y mejorar 'lealtad'
- ✓ Responsable de los resultados del negocio y retorno de la inversión

Cambios sin precedente en el proceso de compra

En el pasado... había un 'embudo'

- Muchas marcas: Los consumidores iniciaban el proceso de compra con muchas marcas en mente
- Pocas marcas: Las opciones se iban centrando en unas pocas marcas
- Decisión final: Se decidía entre una de esas pocas marcas
- COMPRA
- Post venta: Se limitaba al uso del producto y/o sus servicios



Actualmente el proceso de compra es más dinámico e interactivo...

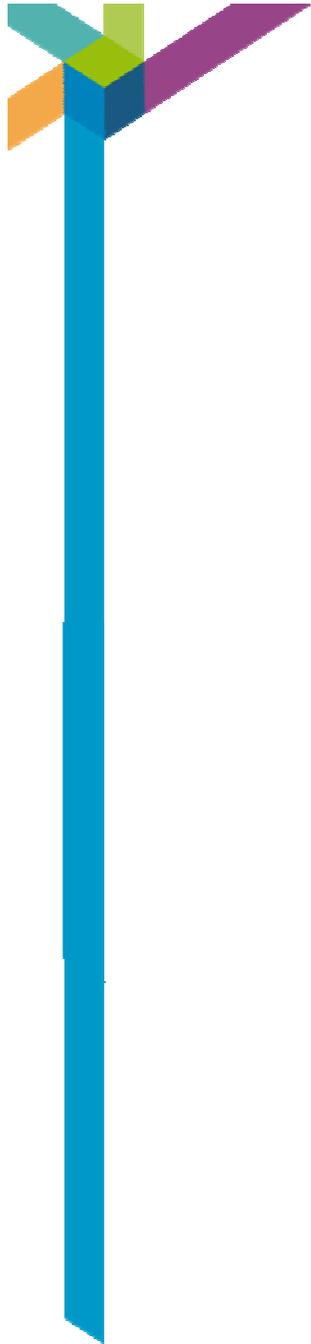
* David C. Edelman, McKinsey, Dec 2010



Customer experience framework

El Análisis Social es clave para el éxito en el nuevo entorno

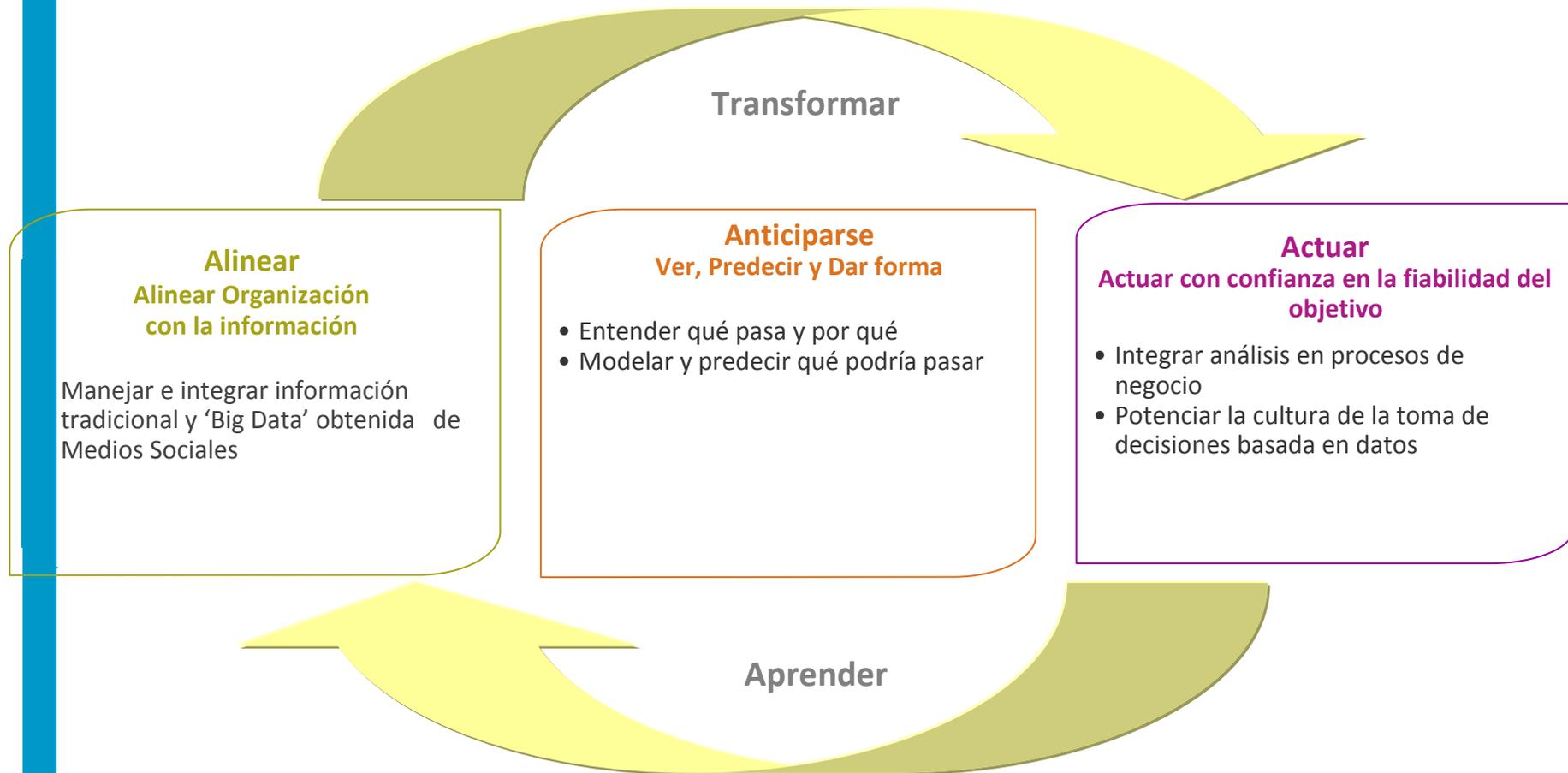




COMO APROXIMARSE AL ANÁLISIS DE MEDIOS SOCIALES



3 simples pasos para una correcta estrategia en medios sociales



Alinear – Detector & Capturar

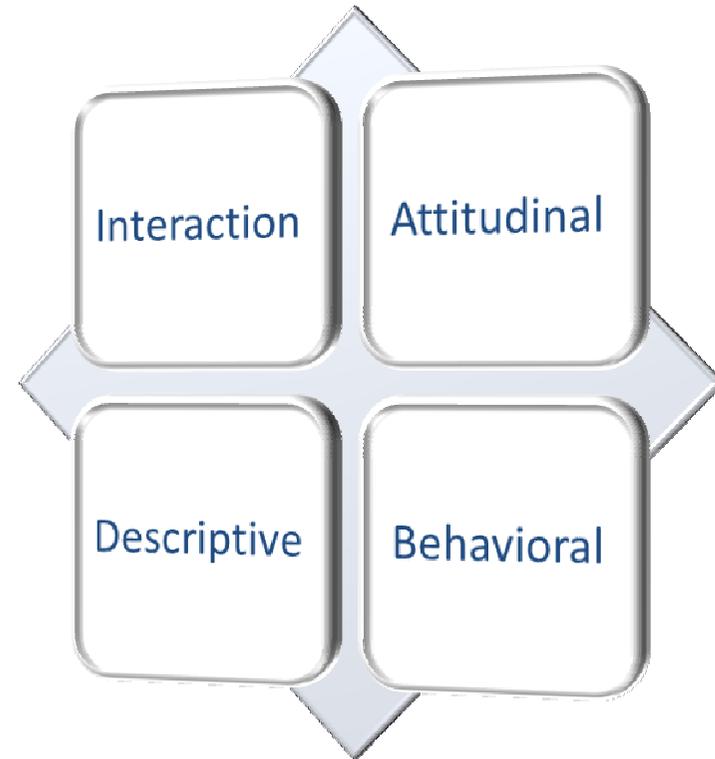
How would you classify your current employment status?

- Full time employed
- Part time employed
- Student/Unemployed
- Household duties
- Retired
- No answer/refused

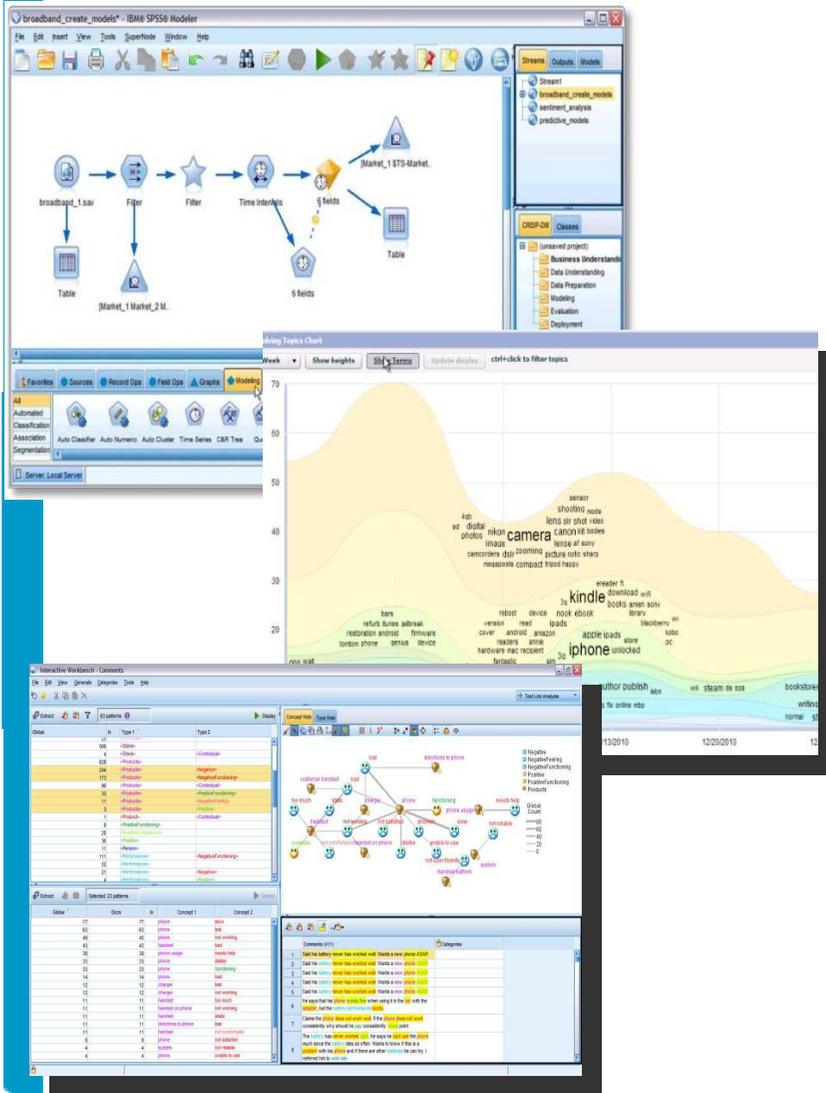
What is your current marital status?

- Single
- Married/Partner
- Separated
- Divorced
- Widowed
- No answer/refused

Previous Next Stop



Anticiparse – Analizar & Predecir



Segmentation

- Ability to find hidden clusters of people
- *Example: Identify those likely to respond*

Association

- Finding things done in tandem
- *Example: Identify products likely purchased together*



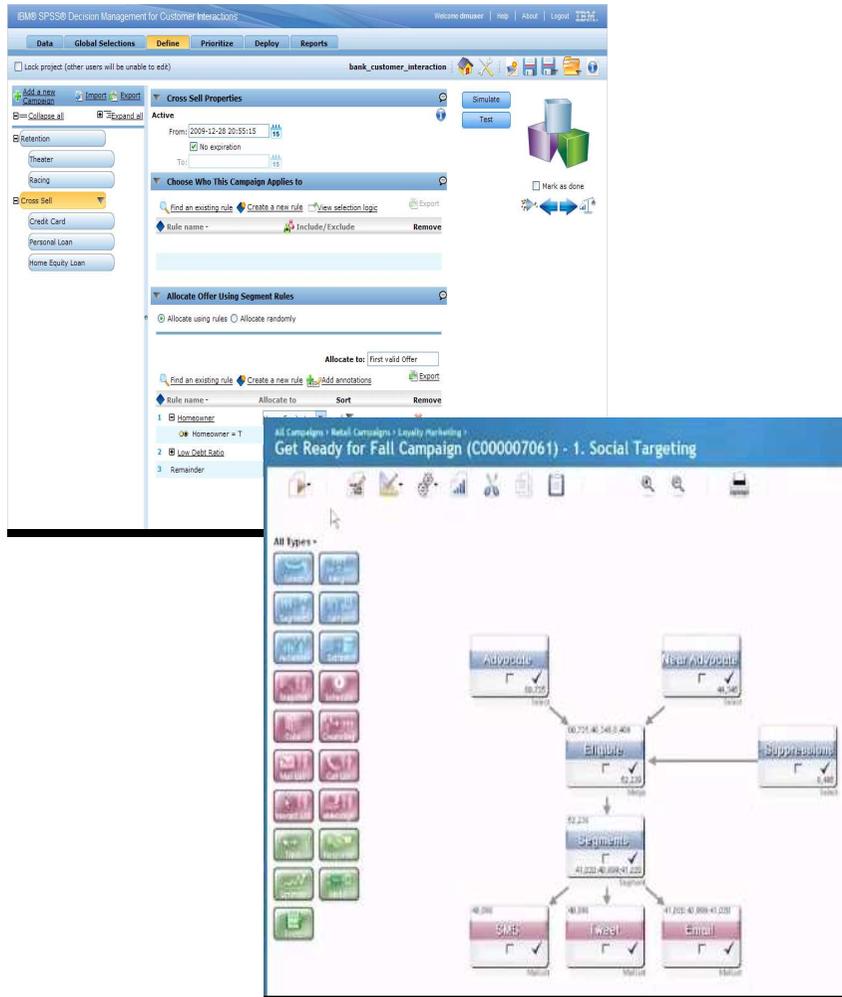
Classification

- Identify attributes causing something
- *Example: cascading attributes of defection behavior*





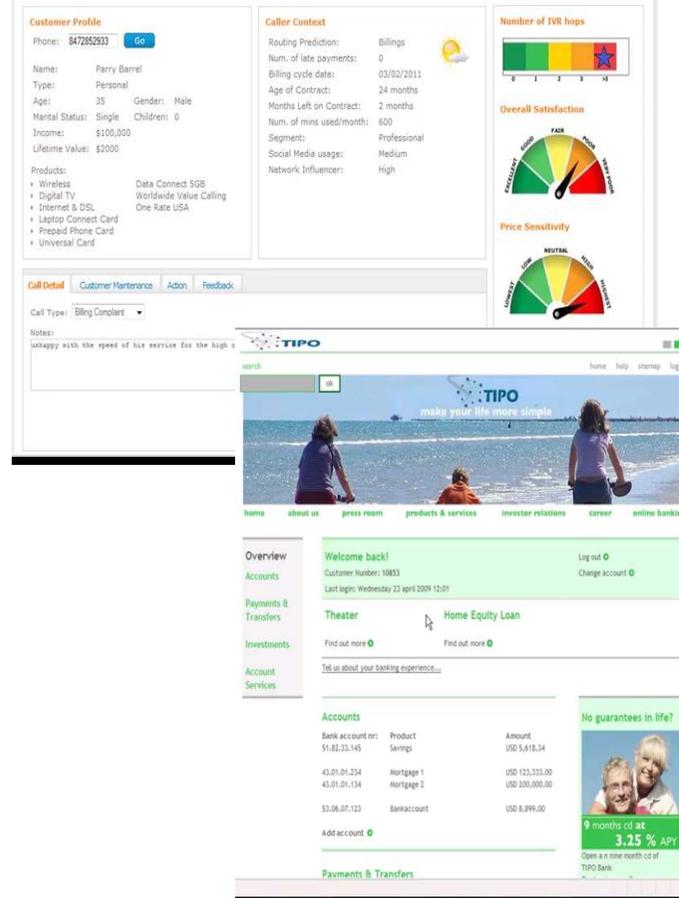
Actuar



The screenshot shows the IBM SPSS Decision Management for Customer Interactions interface. The main window is titled "bank_customer_interaction" and has tabs for Data, Global Selections, Define, Prioritize, Deploy, and Reports. The "Define" tab is active, showing a "Cross Sell Properties" section with "Active" status and a date range from 2009-12-28 20:55:15 to "No expiration". Below this is a "Choose Who This Campaign Applies to" section with options to find an existing rule, create a new rule, or view selection logic. A list of rules is shown, including "Homeowner" and "Low Debt Ratio".

Overlaid on the bottom right is a "Get Ready for Fall Campaign (C000007061) - 1. Social Targeting" diagram. It shows a flowchart starting with "Advocate" and "Near Advocate" nodes, leading to "Share" and "Supervising" nodes, which then lead to "Segments" and finally to "SMS", "Tweet", and "Email" nodes. Each node has a checkmark and a small icon.

Call Center



The screenshot displays a Call Center dashboard and a customer profile page. The dashboard includes sections for "Customer Profile", "Caller Context", and "Number of IVR hops".

Customer Profile:

- Phone: 947852933
- Name: Perry Barrel
- Type: Personal
- Age: 35
- Gender: Male
- Marital Status: Single
- Children: 0
- Income: \$100,000
- Lifetime Value: \$2000
- Products: Wireless, Digital TV, Internet & DSL, Laptop Connect Card, Prepaid Phone Card, Universal Card

Caller Context:

- Routing Prediction: Billings
- Num. of late payments: 0
- Billing cycle date: 03/02/2011
- Age of Contract: 24 months
- Months Left on Contract: 2 months
- Num. of mins used/month: 600
- Segment: Professional
- Social Media usage: Medium
- Network Influencer: High

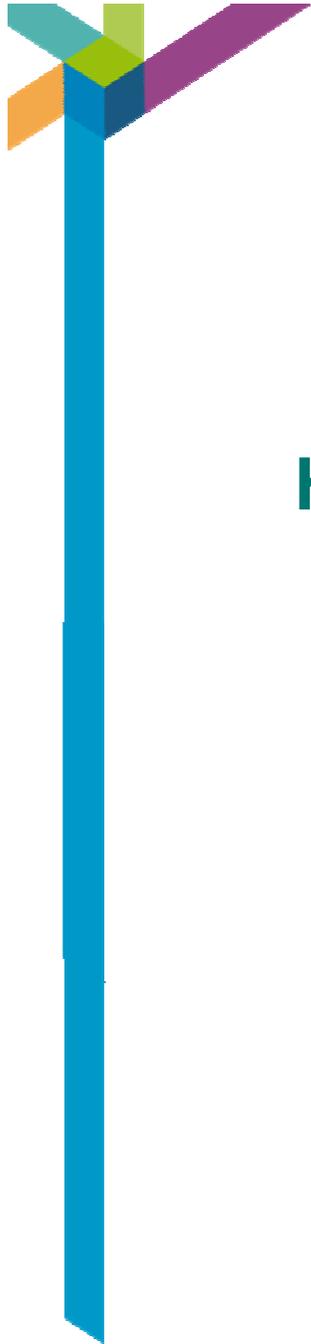
Number of IVR hops: A bar chart showing 4 hops.

Overall Satisfaction: A gauge chart showing a score of 4 out of 5.

Price Sensitivity: A gauge chart showing a score of 4 out of 5.

The bottom part of the image shows a customer profile page for "TIPO". The page has a header with the TIPO logo and navigation links. The main content area includes a "Welcome back!" message, account information, and a list of services like "Theater" and "Home Equity Loan". A sidebar on the left contains navigation links for "Overview", "Accounts", "Payments & Transfers", "Investments", and "Account Services".

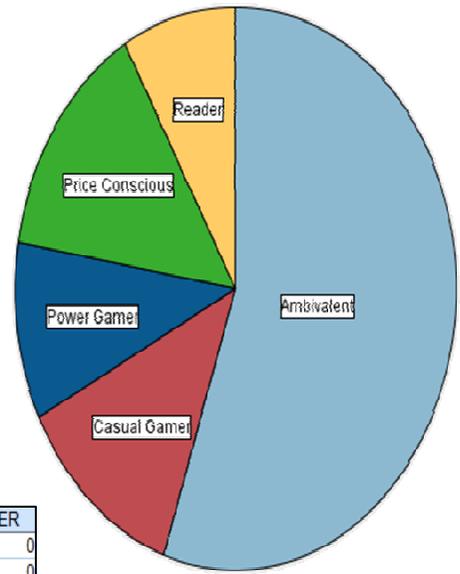
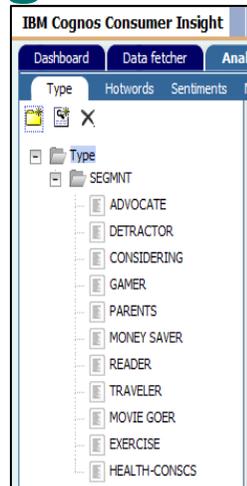
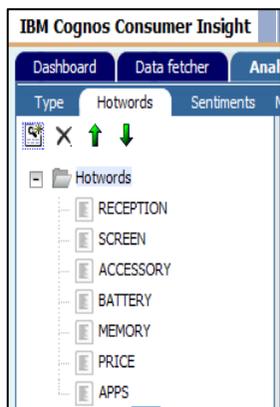




HACIENDO 'ÚTIL' EL ANÁLISIS DE MEDIOS SOCIALES



Detectar tipos de conversaciones con Cognos Consumer Insight

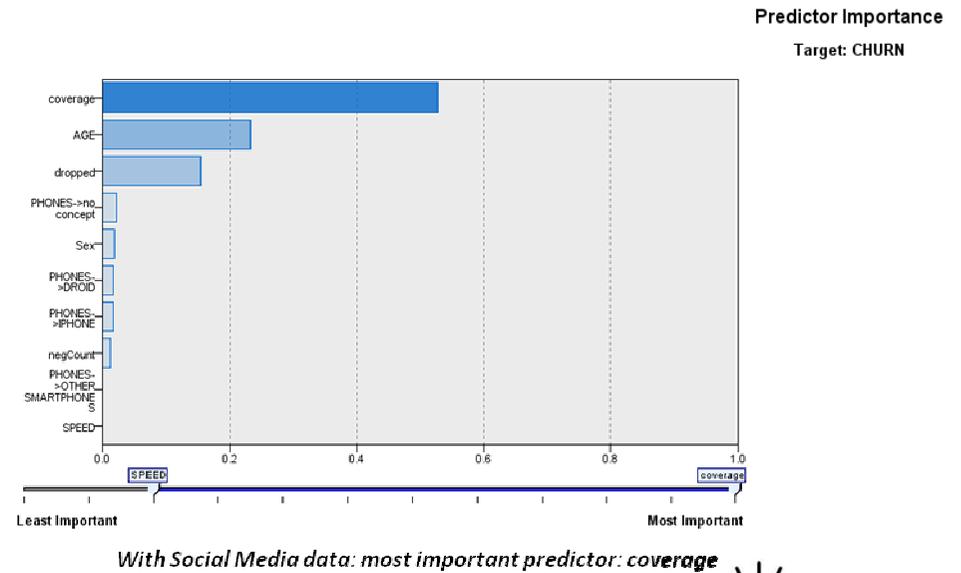
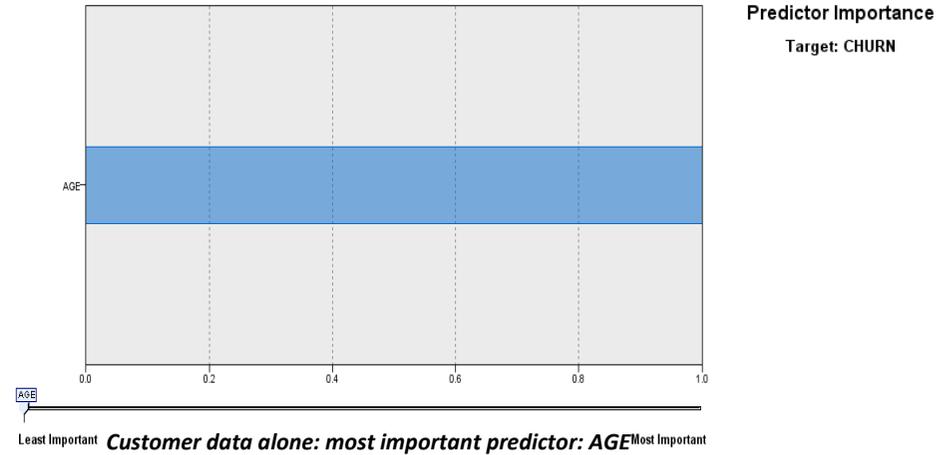
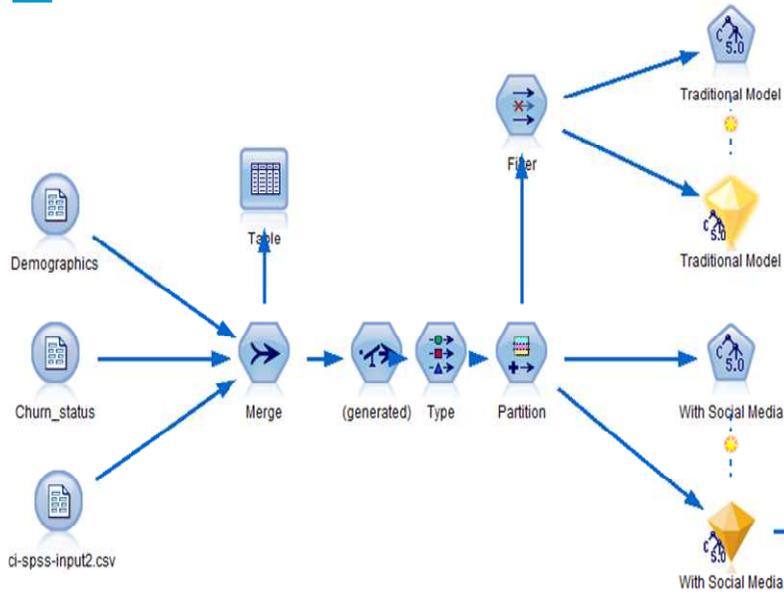


author	ACCESSORY	APPS	BATTERY	MEMORY	PRICE	RECEPTION	SCREEN	SEGMENTGAMER	SEGMENTMONEYSAVER
http://forums.macrumors.com/member.php?u=335250	1	28	8	0	6	1	12	0	0
http://forums.macrumors.com/member.php?u=335514	1	18	0	1	4	0	1	0	0
http://forums.macrumors.com/member.php?u=338084	3	18	0	0	0	4	2	3	0
http://forums.macrumors.com/member.php?u=341240	3	25	0	2	0	2	8	0	0
http://forums.macrumors.com/member.php?u=351919	2	34	0	1	3	8	1	0	0
http://forums.macrumors.com/member.php?u=357454	1	17	1	0	1	1	2	1	0
http://forums.macrumors.com/member.php?u=358123	1	20	0	0	4	1	2	2	0
http://forums.macrumors.com/member.php?u=362633	4	35	0	0	0	0	1	4	0
http://forums.macrumors.com/member.php?u=366658	2	29	0	0	3	0	3	1	0
http://forums.macrumors.com/member.php?u=370499	0	12	1	0	1	0	0	0	0

date	socialSite	happy	interested in	issue	knowledgeable	long time	lost	love	love it	negCount	nice	posCount	problem	problems
2011-04-21	http://twitter.com/	0	0	0	0	0	0	0	0	0	0	0	0	0
2011-04-21	http://www.amazon.com/	0	0	0	0	0	0	0	1	2	0	1	0	0
2011-04-21	http://www.facebook.com/	0	0	0	0	0	0	0	0	8	0	8	0	0
2011-04-21	http://www.reddit.com/	1	0	0	0	0	0	0	0	0	0	1	0	0
2011-04-22	http://computersystemssecurity.org/	0	0	0	0	0	0	0	0	0	0	2	0	0
2011-04-22	http://twitter.com/	0	0	0	0	0	0	0	0	3	0	3	0	0
2011-04-22	http://vowelmovements.wordpress.com/	0	0	0	0	0	0	0	0	0	0	3	0	0
2011-04-22	http://www.amazon.com/	0	0	0	0	0	0	0	0	0	0	5	0	0
2011-04-22	http://www.facebook.com/	1	0	0	0	0	0	5	0	13	2	28	0	1



Predicción de abandono con SPSS Modeler



Predicción de abandono. Comparación de modelos

Individual Models

Comparing With Social Media with CHURN

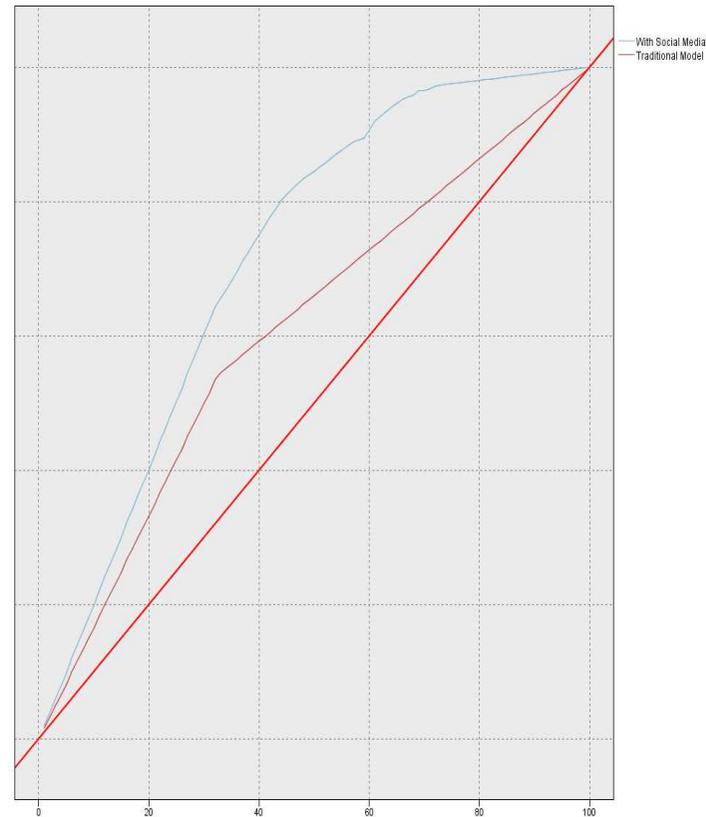
'Partition'	1_Training		2_Testing	
Correct	290	86.83%	457	87.77%
Wrong	44	13.17%	63	12.23%
Total	334		515	

Accuracy of Social Media Model

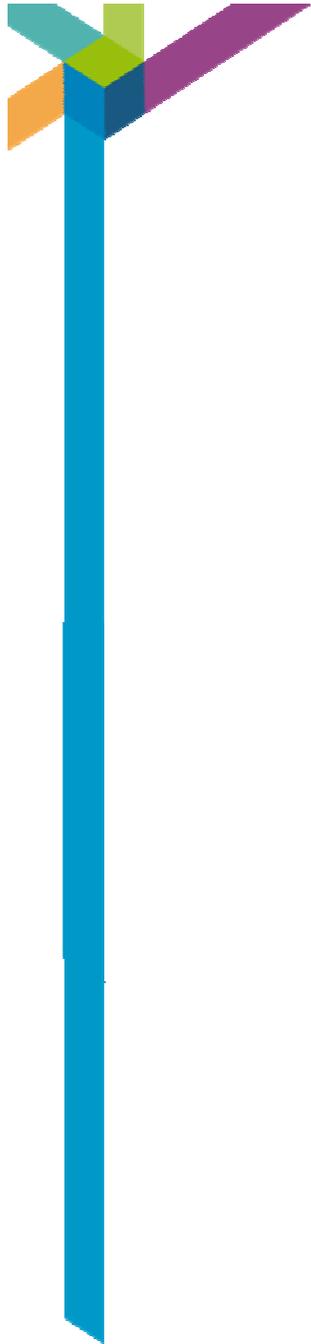
Comparing Traditional Model with CHURN

'Partition'	1_Training		2_Testing	
Correct	236	70.66%	357	69.32%
Wrong	98	29.34%	158	30.68%
Total	334		515	

Accuracy of Traditional Model



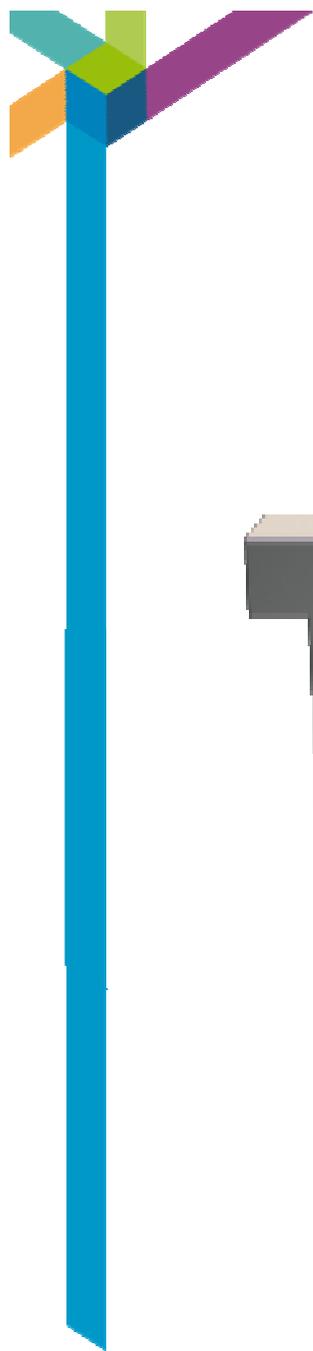
Gain Chart of Model Comparison



DEMO

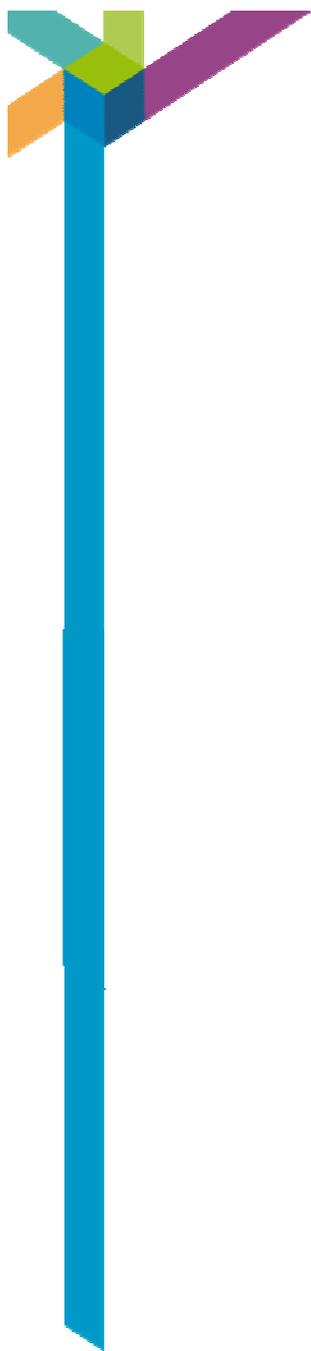
CCI MOBILE PHONE DEMO





Thank You



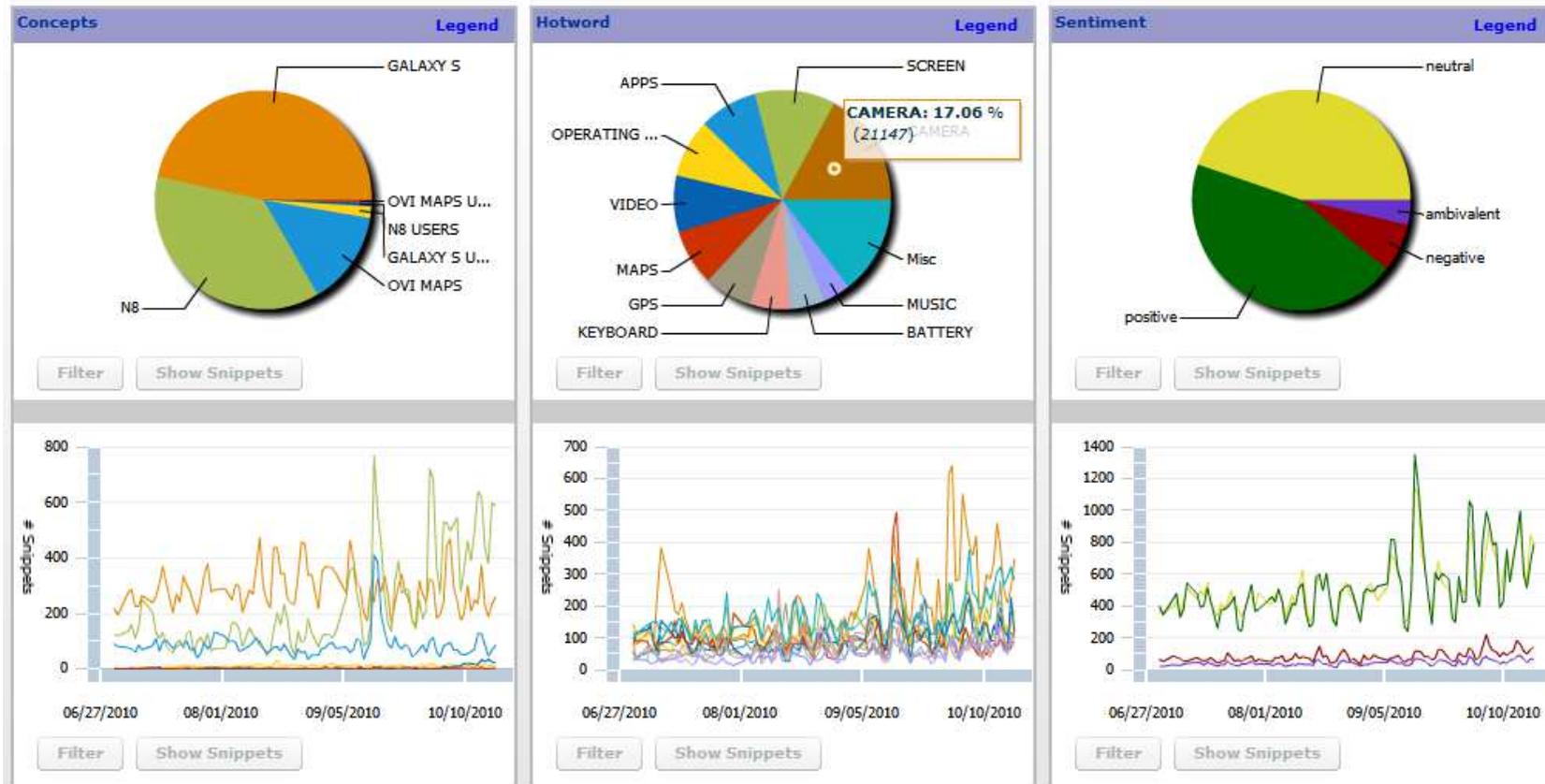


IBM®





CCI. Cuadro de Mando



Filtros por metadata obtenida

Type > Concepts: (All of 8 selected)

Start Date:

Keyword:

Show snippets without Concepts

Hotword: (All of 20 selected)

MediaSets: (All of 2 selected)

End Date: Please input dates in format mm/dd/yyyy

Show snippets without Hotword

Snippet Title Url

Show duplicate

Advanced Search

PositiveSentimentTerms: (All of 100 selected)

NegativeSentimentTerms: (All of 100 selected)

Author: wa118 ykk_five willam 偉士LX150回来了 phpcool tutubebe99

Person: (All of 100 selected)

Crawled: (All of 100 selected)

Date: (All of 100 selected)

DocumentType: (All of 3 selected)

FeedInfoName: (All of 100 selected)

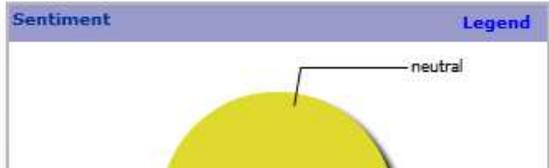
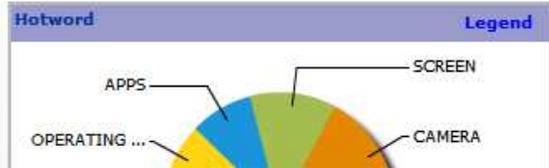
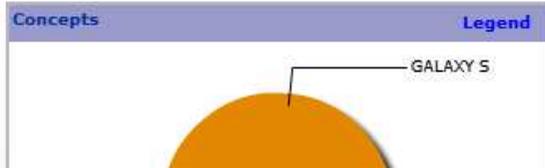
Language: (All of 4 selected)

Sentiment: (All of 4 selected)

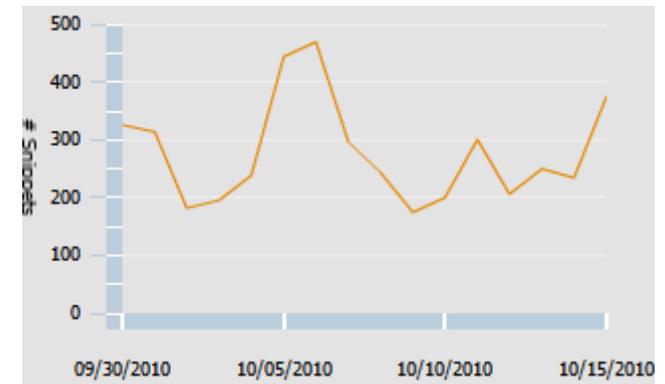
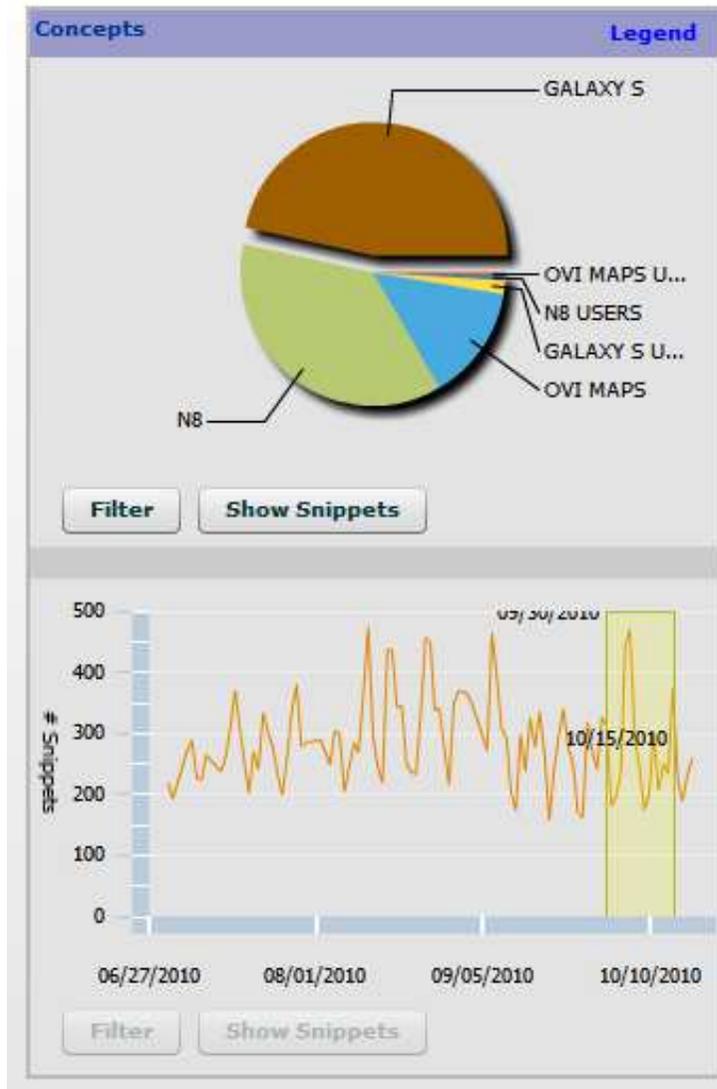
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[Dashboard](#) [Relationships](#) [Sentiments](#) [Search Results](#) [Evolving Topics](#) [Reports](#)

[View History](#) | [Save Dashboard](#) | [Load Dashboard](#)



Selección gráfica



Visualización de comentarios

	Date ▼	Snippet
1.	10/15/2010	Re: --hilo Oficial-- Samsung Galaxy S . quote: Originalmente escrito por simo10 estoy leyendo comentario...
2.	10/15/2010	Los escritorios, que es donde más se nota, se deslizan con un mínimo pero exasperante retardo , sensación agravada ...
3.	10/15/2010	Al ser nuevo aun hay pocas aplis (hay unas 2000, solo que pocas utiles o interesantes) pero de momento no se ha est...
4.	10/15/2010	Como dato, esta el proyecto Wavedroid, ya que el Wave comparte la mayor parte del hardware con el Galaxy S , se esta...
5.	10/15/2010	Samsung vende cinco millones de celulares Galaxy S . Samsung logró vender más de cinco millones de teléfonos Galaxy ...
6.	10/15/2010	En cuanto a la batería de éste nuevo producto de MetroPCS , garantiza 5 horas de uso en conversación, y hasta 550 h...

PositiveSentimentTerms: [libre](#)
NegativeSentimentTerms:
Topic:
TopicWeight:
Author: [tokugawa](#)
Person:
Snippet: En cuanto a la [batería](#) de éste nuevo producto de MetroPCS , garantiza 5 horas de uso en conversación, y hasta 550 horas en modo standb
 Rusia - Samsung [Galaxy S](#) Femme, versión rosa del móvil Related posts: Samsung lanza en Corea el móvil Nori F El Epic 4G llegará [libre de los problemas](#)
 anuncia el móvil Nori Samsung amplía la serie Monte con un par...de dispositivos Copyright © 2008 This feed is for personal, non-commercial use only. T
 copyright.
Concepts: [GALAXY S](#)
Hotword: [BATTERY](#)
DocumentType: [blogs](#)
FeedInfoId: 23393018
Date: [10/15/2010](#)
Language: [Spanish](#)
Title: MetroPCS anuncia el móvil Samsung Freeform II

Text: MetroPCS anuncia el móvil Samsung Freeform II . Es una de las compañías de telefonía más pequeñas de los Estados Unidos, pero de vez en cua
 lo más interesante. Ésta es una de esas ocasiones, dado que se ha anunciado el lanzamiento del Samsung Freeform II. Se trata de un teléfono móvil en
 cuatro filas. El Freeform II tiene botones de acceso directo personalizables que nos ayudarán a acceder a programas que usemos habitualmente de ma



Afinidad entre dimensiones de análisis

	GALAXY S	GALAXY S	Nº
APPS	3510	275	1926
BATTERY	2148	100	953
BROWSER	225	24	281
CAMERA	3475	56	7090
EMAIL	905	58	818
FIRMWARE	982	57	378
GPS	2385	67	609
HARDWARE	999	20	593
INSTANT MESS...	304	11	369

Detección de 'Evolving Topics'

