

Social Media & MROCs

Agility through Synergy!

Presented to: Forrester's Consumer Forum

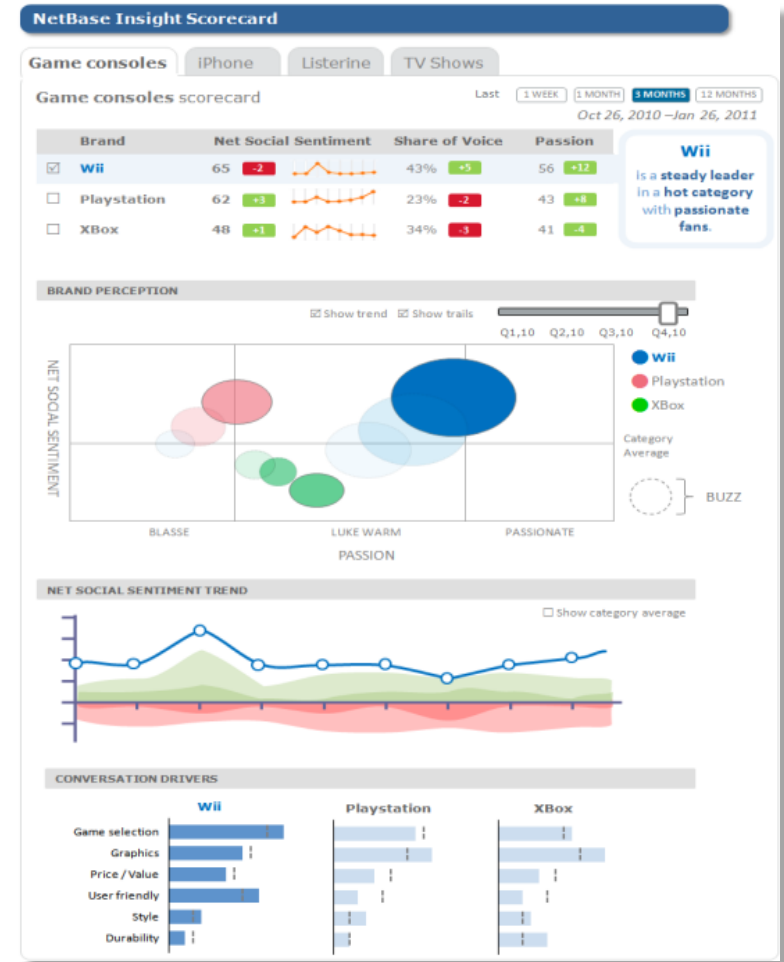
Chicago, IL

October 27, 2011



Why Social Media and Online Communities?

- **Complements community insights**
- **Adds context, depth and breadth**
- **Synergy equals:**
 - Validation
 - Agility





Use Social Media to...

- **Illuminate Community Insight**
 - **Confirm and validate**
 - **Expand beyond community profile**





Case Study Examples

The Delta SKY PANEL

The screenshot displays the Delta Sky Panel website. At the top left is the Delta logo and the SkyTeam logo. The top right corner features the text "Delta Sky Panel". A navigation bar below the logo contains links for Home, Discussion Forum, Blog, My Profile, News, Rewards, a shopping cart icon, and Logout. The main content area is divided into several sections. On the left, a sidebar includes a "Welcome Angela" message, a "QUICK POLL" section with the question "Have you ever used a Scan & Go machine when you had to a change, cancellation, delay, and/or missed flight?", radio button options for "Yes", "No", and "What is this?", a "Vote" button, and a "View All Polls" link. Below the poll is a "MY POINTS" section showing "185 points earned". The main content area features a large image of a Delta airplane in flight, followed by the heading "THIS WEEK ON THE SKY PANEL..." and a paragraph of text about Scan and Go machines. Below this is a "FEATURES" section with two smaller images: one of a keyboard and one of water droplets on a surface.



The Delta SKY PANEL

AGILE / INFORMED DECISIONS

- Delta uses its Sky Panel in combination with Social Media Insights to make discernable product and customer experience decisions
 - Based on a comprehensive understanding of their entire customer base
- The MROC and social media allows Delta the agility to make informed decisions quickly

The screenshot shows the Delta Sky Panel website interface. At the top left is the Delta logo and the text "DELTA". To the right is "Delta Sky Panel". Below this is a navigation bar with links: Home, Discussion Forum, Blog, My Profile, News, Rewards, a shopping cart icon, and Logout. The main content area is divided into several sections. On the left, there is a "Welcome Angela" message, a "QUICK POLL" section with the question "Have you ever used a Scan & Go machine when you had to a change, cancellation, delay, and/or missed flight?", and three radio button options: "Yes", "No", and "What is this?". Below the poll is a "Vote" button and a link to "View All Polls |". Underneath is a "MY POINTS" section showing "185 points earned". On the right side of the main content area, there is a large featured section titled "THIS WEEK ON THE SKY PANEL..." with a background image of a Delta airplane in flight. Below this title is a paragraph of text: "Delta is currently using Scan and Go machines in several airports including ATL, CVG, JFK, LAX and DTW. These machines are designed to help you review and select alternate flight options when last minute changes to your flight are made. Have you ever seen or used one of these? Click here to discuss." Below this featured section is a "FEATURES" section with two smaller images: one of a white keyboard and one of water droplets on a surface.



The Delta SKY PANEL

IDEAS ON DEMAND

- Delta can pose a question on Wednesday and have it answered by Friday.

INTERNAL COLLABORATION

- It also allows Delta to successfully collaborate across internal divisions
- While the community is “owned” by the E Commerce group, other areas of the company are benefiting
 - from engineering, customer relations, to new product development.

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Sky Panel and Mobile App



“The Delta app is nice. Just keeping up with the times and allowing easier tools for traveling has been nice.” “



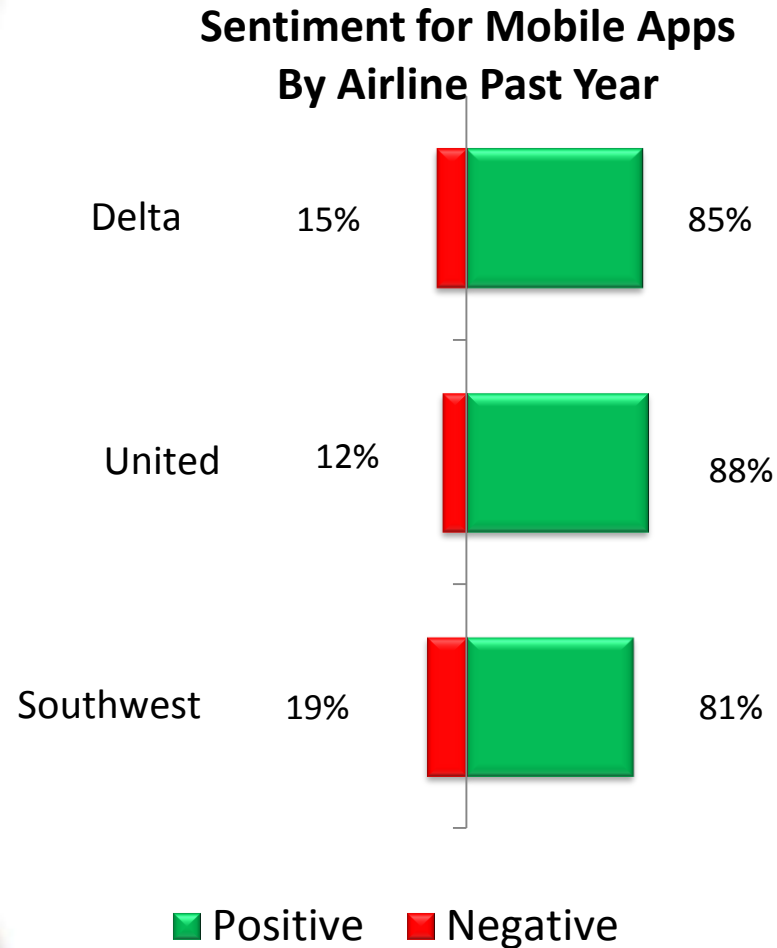
The introduction and rollout of mobile applications and mobile check-in were really cool features and I'm glad Delta decided to support all major mobile platforms.”



“I use the Delta app frequently on my iPhone. It is quite helpful but I do see some room for improvement.”



Social Media Validates Concepts



Sky Panel Likes About New Mobile Concept

- **Easier navigation**
- **Clean look and feel**
- **More streamlined**



Insights to Actions

- New interface for mobile app



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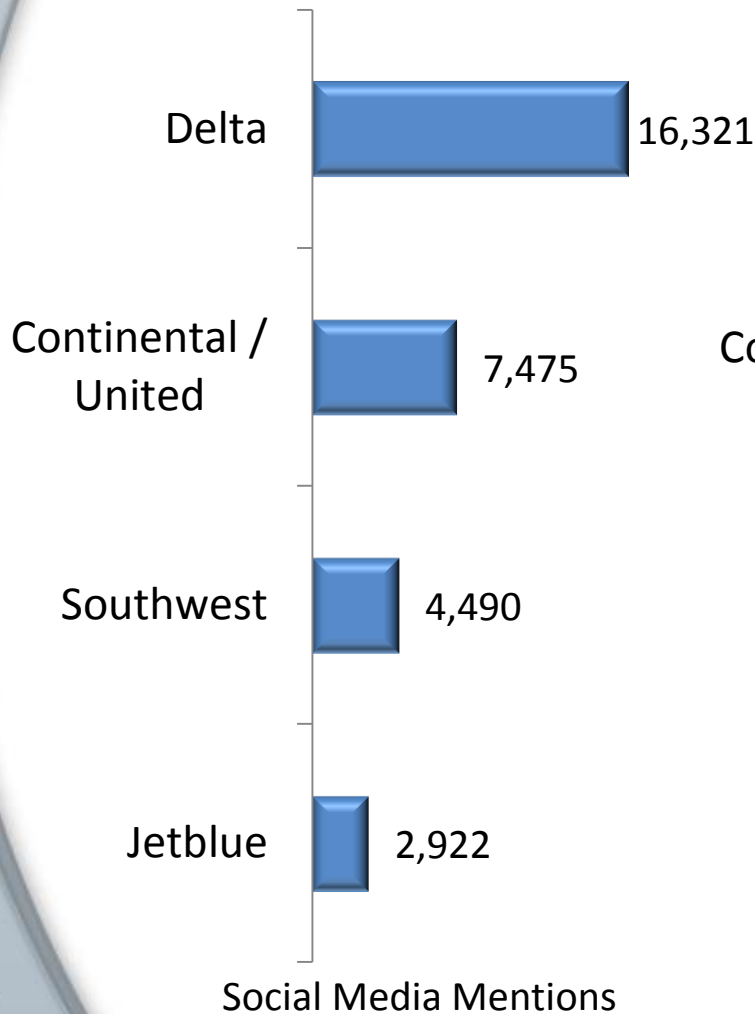


- Further upgrades coming soon...

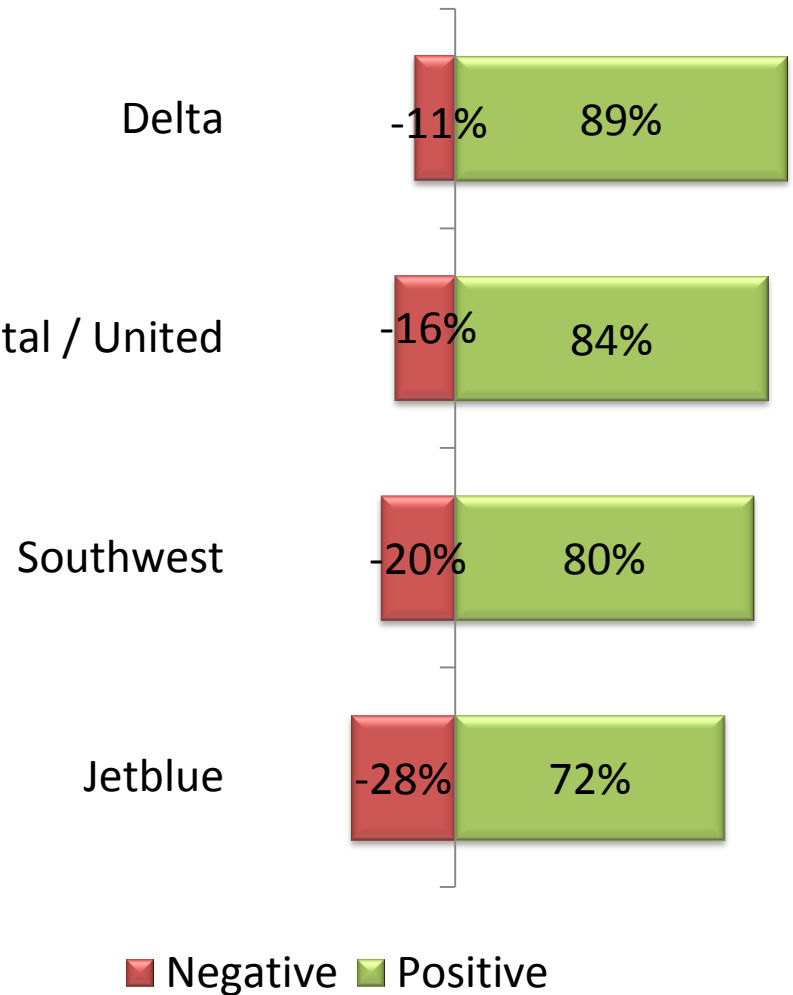


Explored Further in Social Media

Buzz for "Wifi" – Past Year



Sentiment for "Wifi" – Past Year





Social Media Confirms Community

“Delta wifi is amaaazing! Even connecting to VPN the speed is fast and stable! Really good experience. “ – Twitter, 8/18/11

“I love technology - listening to the red wings from 35K feet...I love Delta WiFi.” – Facebook, 5/11/11

“Possibly the most exciting part of the trip was the free wifi provided by Delta Airlines on the stop-over from Atlanta to Austin. I've never been on a wifi-enabled plane before but suffice to say it was all rather exciting! Tweeting and Facebooking from 35 000 feet in the air seems completely bizarre but no doubt will be come the norm in years to come. “ – Blog, 3/12/11





Insights to Actions

- **Wifi availability promoted**
 - Featured in all TV advertising
 - Passengers can check for Wifi availability when booking
 - Buy before you fly and save
- **Selectively offered free Wifi as incentive**
 - Increase customer satisfaction
 - To lessen inconvenience
 - As an additional perk





Use Social Media for...

- **Foresight – See what Lies ahead**



- **Spot hot topics and trends**
- **Holistic feedback system**



Case Study Examples

The TIME Inc. Innovation (iPad) Community

The screenshot displays the TIME Inc. Innovation Panel website. The header includes the TIME Inc. logo and the text "INNOVATION PANEL" and "Share Your Experience, Shape The Future". A navigation bar contains links for Home, Forum, Polls, Blog, News, Rewards, and Contact Us. The main content area is divided into several sections:

- Welcome Angela!**: A user profile section with a "Log off" link and a "My Profile" link.
- QUICK POLL**: A section titled "Which of the following do you do with your iPad to follow sports?" with a "Select all that apply" instruction. The poll options include: "Get updates on sports news/headlines on sports", "Read coverage by your favorite sports writers", "Get historical sports info on stats", "Watch upcoming video of 'live' sports events", "Follow live games in progress (via Gametrack, GameChannel, GameFeed, etc.)", "Watch sports video highlights", and "Play fantasy sports".
- WHAT'S NEW**: A section featuring a "Sports Season" article. The article includes an image of an iPad displaying a sports website and a "Read More..." link. The text below the image reads: "The Fall sports season just kicked off! Pro and College Football started in early September, Major League Baseball is gearing up for the postseason, while basketball and hockey are right around the corner. Tell us how you use your iPad to follow sports!"
- FEATURES**: A section showcasing two images of iPads. The first image shows two iPads side-by-side, and the second image shows an iPad displaying the "iPad2" logo.



TIME Inc. Innovation Community

Built to support both brand and corporate initiatives

Game plan is to provide real time assessment of the tablet market & its impact on magazine consumption

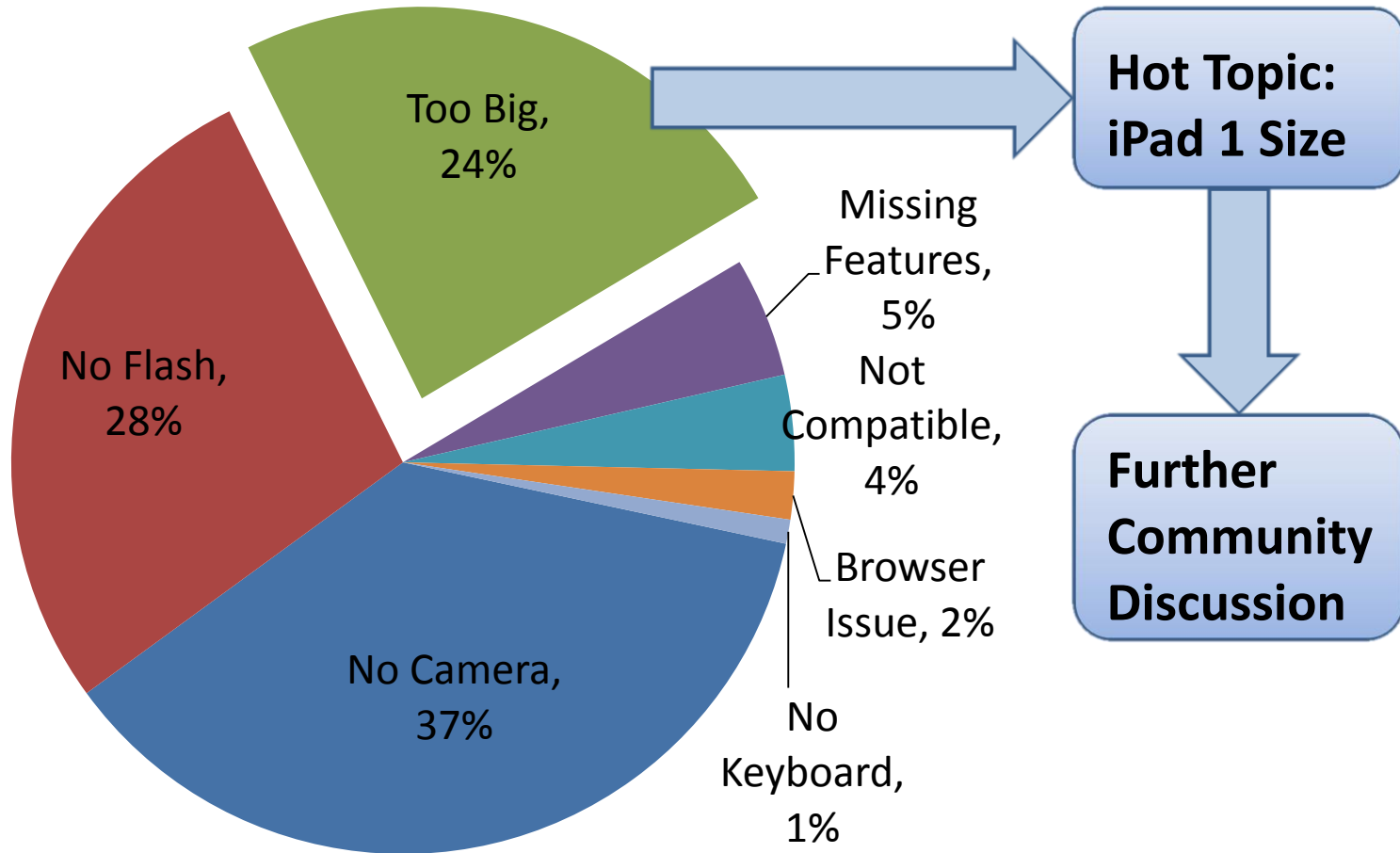
Nimble, precise feedback is critical to the development of custom magazine apps.





Size Matters

Social Media iPad Concerns:



Using social media to identify concerns and then deep diving for richer understanding via the MROC is how TIME Inc. guides their app developers.



Insights to Actions

- **Time Inc. iPad MROC has provided essential feedback in developing new apps specifically for iPad**
 - New cooking , finance, entertainment apps, etc.
- **Social Media adds rich insights into new tablet offerings**
 - Becomes a source of critical understanding & key resource in negotiating with future tablet developers
- **Time Inc. apps for Nook Color & Amazon Fire**
 - Developed to best work with the unique properties of that tablet





How to Leverage Social Media and Online Communities...

- **Listen, Discover, Engage, Collaborate**



- **Listen** to customer sentiment in real time!
- **Discover** new trends!
 - Be the 1st to validate, develop or uncover new trends
- **Engage** customers via an MROC to better understand context of social media discoveries
- **Collaborate** with customers



Why Social Media and Online Communities?

- **Opportunity cost of NOT using SM is high**
- **Expands ability to make informed decisions**

