



# CUSTOMER LOYALTY AND INTERNATIONAL TRADE

## Role of Voice of Consumer Studies in Corporate Decision Making

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# About Presenter...



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# TheTableau.com

- Leader in business research and analytics
- Affiliate Tindale Foundation
- Operating in Canada and US
- Committed to giving corporations the best BI experience in the marketplace
- Member of the global CIO Executive Council
- Appointee to the CIO Executive Council's Board of Advisors, Canada

# The Tableau.com Business

- B2B Channel
- Expert Market Research and Data Analytics Resources
- Business Intelligence
- Strategic Consulting
- Corporate Visibility , Loyalty, Social Media

# Internet and International Trade

- Information Accessibility
- Corporate Repute and Disrepute:

Corporate Affairs

Transparent to

Anyone, Anywhere

# Consumer Perspectives

## Where does it all start?

- Voice of Consumers in Corporate Decision Making

# What is Customer Loyalty ?

- **Retention of customers**

**is an issue**

**when the company is not competitive !**

# Social Media Analytics

## Untapped Potential:

- SAS Institute revealed that out of 2,100 companies surveyed only 23% used social media analytics tools!
- What did they miss out?

# Wins with Social Media Metrics

- Forward Looking Companies vs. Floaters
- Social media metrics strategy

# Facebook & Smart Phone Staff

**Will they help your business?**

Forrester Research says:

“yes, but..”

- Can you handle it?

# Using Social Media with Staff

- IT Optimistic Employees advocate for their companies through smart phones and social networks
- Forrester Research shows that in North America, 50% of happy employees, who use social media, are promoters

# When to Use Corp Social Media?

- Use content and collaboration tools to:
  - Support HR hiring
  - Gain more corporate visibility
  - Connect with clients

**Cont'**

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- **Give Employees Incentives to advocate for the company**

# Wins with Facebook for Canam

Quebec based manufacturer uses Facebook to:

- Revamp its corporate intranet
- Create a more collaborative corp culture

# RIM, SaskTel Value Analytics

- Use analytics from SaS and in-house data
- Do not do a trade-off between innovation and quality
- Integrate analytics with their business design process and create options to innovate
- **Analyze unstructured data to measure customer loyalty!!!**

# The Perils of Social Media

- **Hackers can turn Facebook, geolocation and other social tools against users!**

# The Perils – Cont'

- Hackers may create messages for large user groups (TinyURL)
- Businesses and networkers may use Use Global Threat Intelligence (GTI) Network to check social media links
- McAfee Looking to Help Social Networkers to create safer social network environments

# Questions?

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**Thank you!**

**Your feedback may be directed**

**to [irene@thetableau.com](mailto:irene@thetableau.com).**