



# PHILIPS

sense **and** simplicity

## **The Social Media Experience: New Barriers are Fading**

Philips Consumer Lifestyle

@FlorisRegouin

Bratislava, April 2012





# Statistics go through the roof!

- World population:  $\pm 7$  billion
- Online:  $\pm 2.2$  billion
- Facebook:  $\pm 900$  million
- Google+:  $\pm 100$  million
- @LadyGaga:  $> 23$  million followers
- Justin Bieber on YouTube:  $> 730$  million views, owning 2 retweet records!

Top Tweet: **87,882 Retweets** (4 april 2012)



**Justin Bieber** ✓

@justinbieber

Follow

I'M SEXY AND I KNOW IT

21 Nov 11

Reply Retweet Favorite



**@Stefmara**  
Stefanie Gordon

Here's another Photo of the shuttle from my plane.

<http://twitpic.com/4yg6hs>

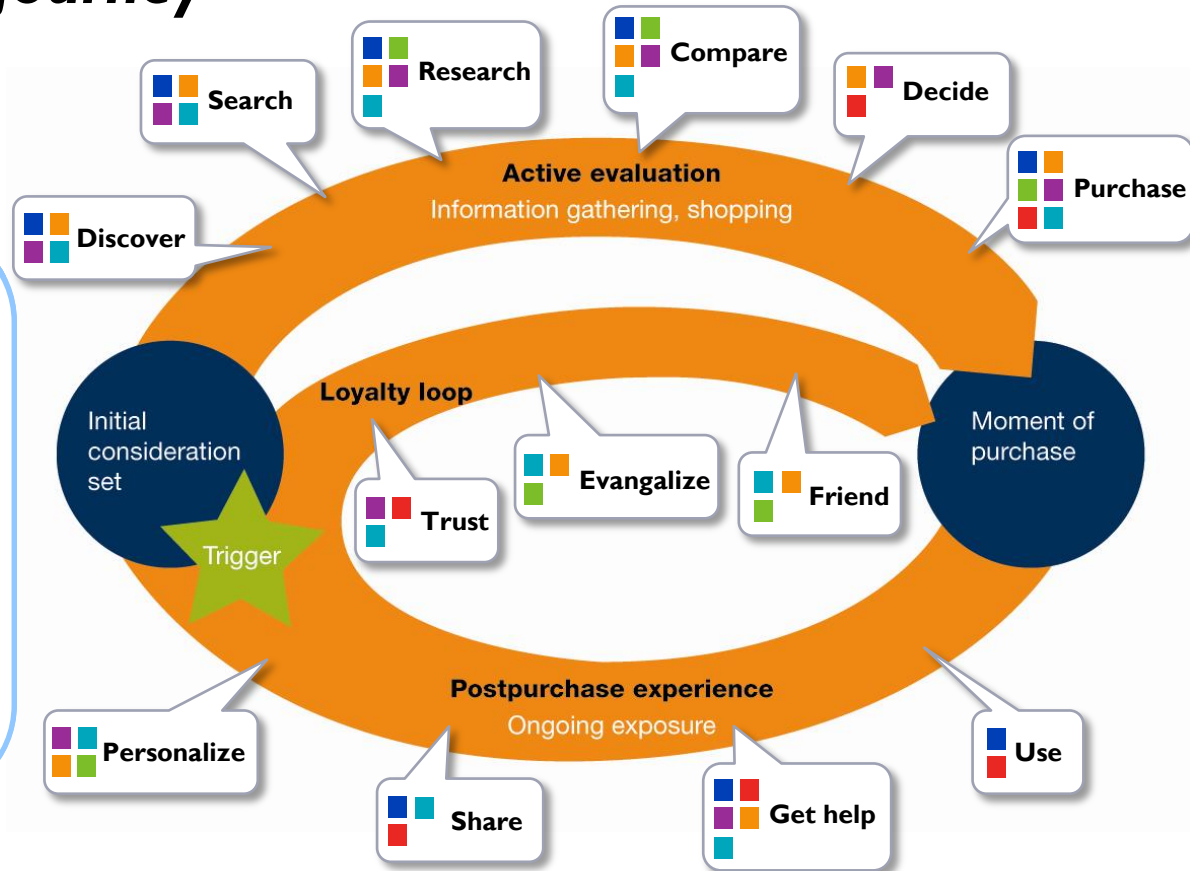
7 hours ago via Echofon · powered by @socialdito

Consumers are moving outside the purchasing funnel - changing the way they research and buy their products

## *The consumer decision journey*

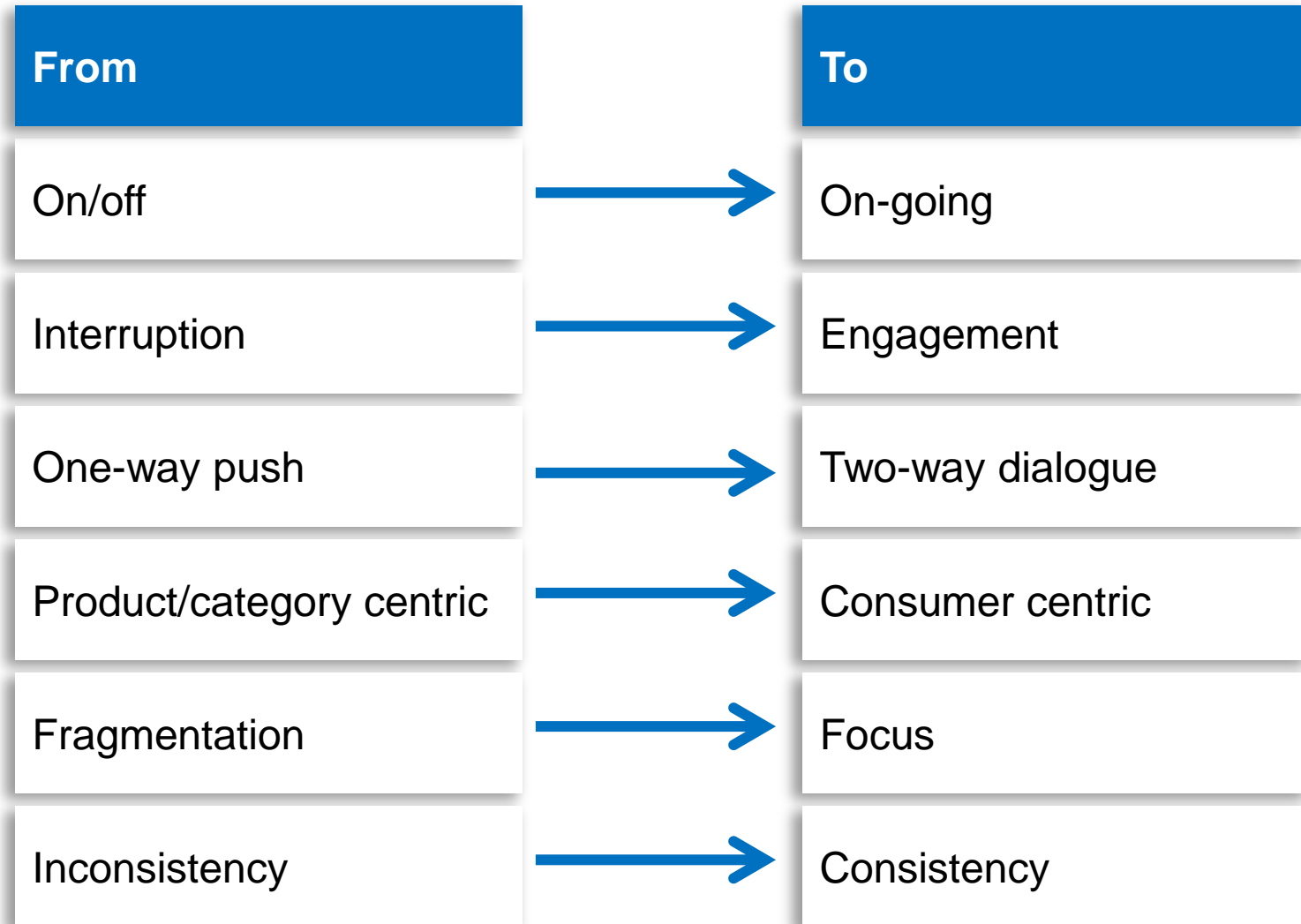
5

Adding Forrester enriches the touch points and communication vehicles revealing full consumer experience





# Change in approach is a necessity!







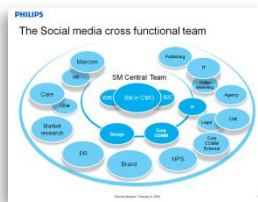
**“Orchestration of the digital initiatives is key to success”**



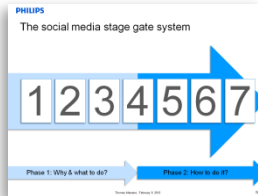
# Here's our journey.

## Social network guides

### X-Functional team



### Stage gate system



### SM Brand guidelines



### SM Guideline



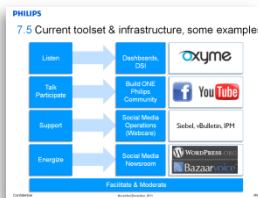
### Webcare toolkit



### Brand principles



### Core platforms



### Socialcast



### B2C Strategy toolkit



2009

2010

2011

2012

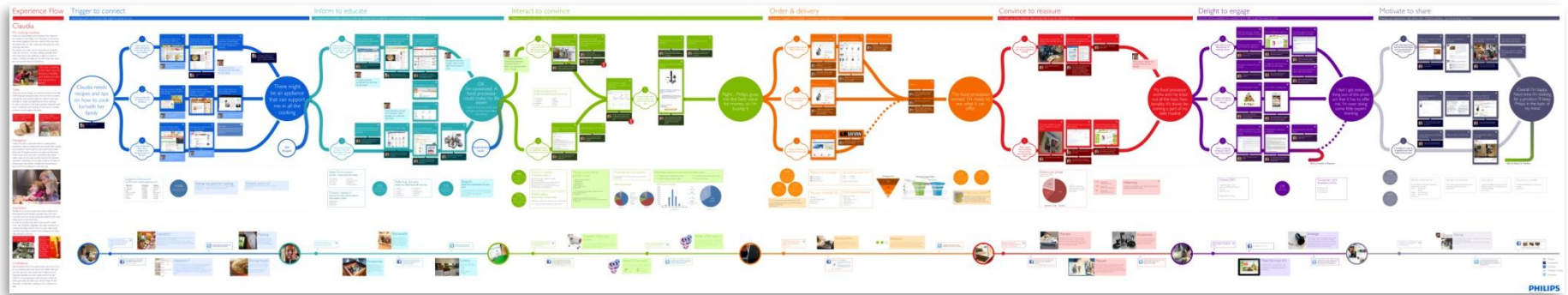
# We've learned that markets & sectors can be very different:

- Emerging markets ♥ social media  
*(93% of online users use social tools at least monthly)*
- The West consumes rather than create  
*(70% of online adults in Western countries are spectators)*
- No single picture of European social media user  
*(Huge variations from country to country)*
- Japan follows different pattern than Asia  
*(Only 28% visit social networking sites)*

By **global** guidance Philips enables and empowers **local** markets & sectors to be able to execute



# Capture insights on customer behavior and experience & build a **Consumer Experience Flow**



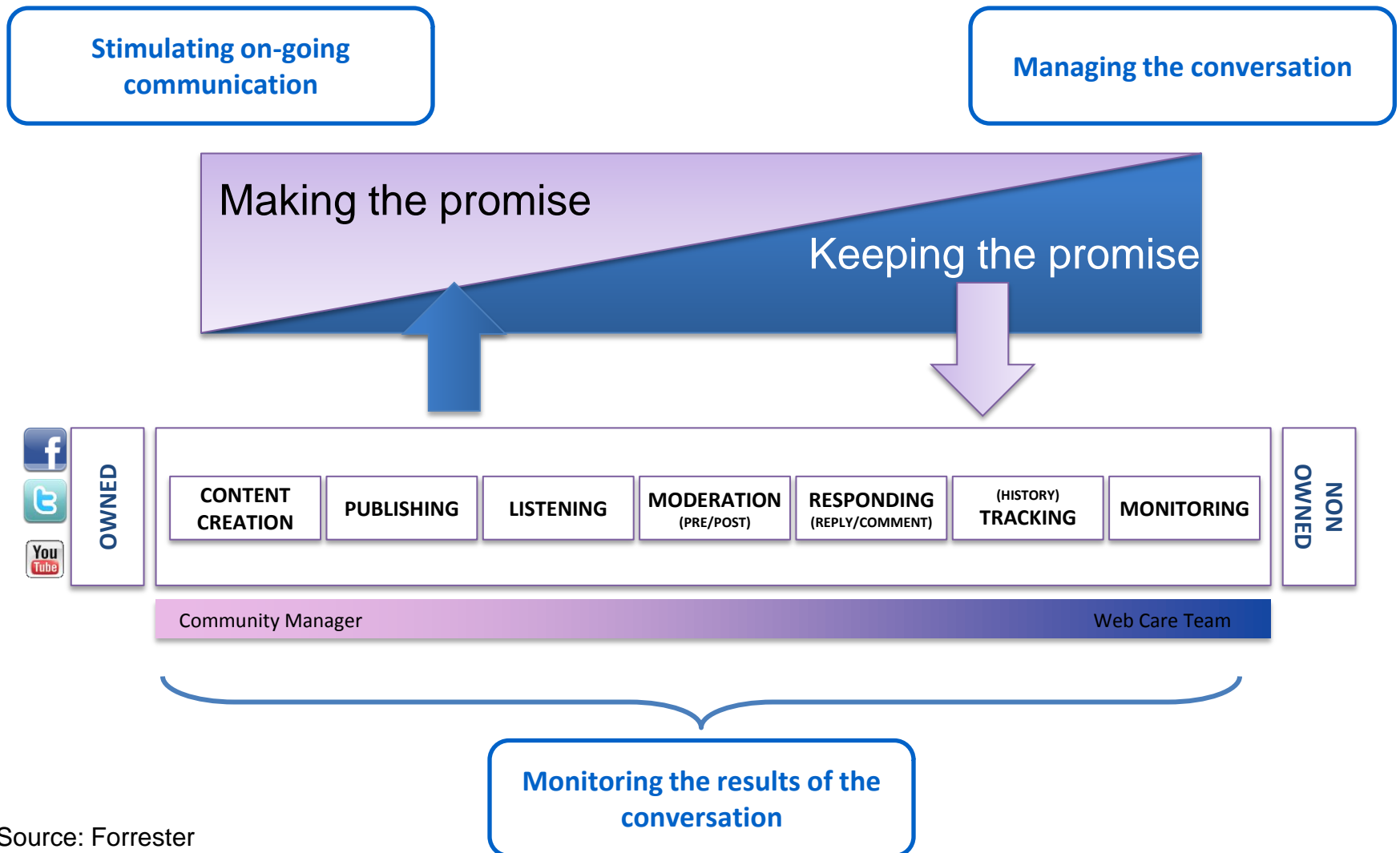
*Experience flows help to visualize insights about how customers behave, think and how they try to achieve their goals*



Interact to convince

12

We defined clear roles and a simple framework to reinforce the brand with every consumer interaction



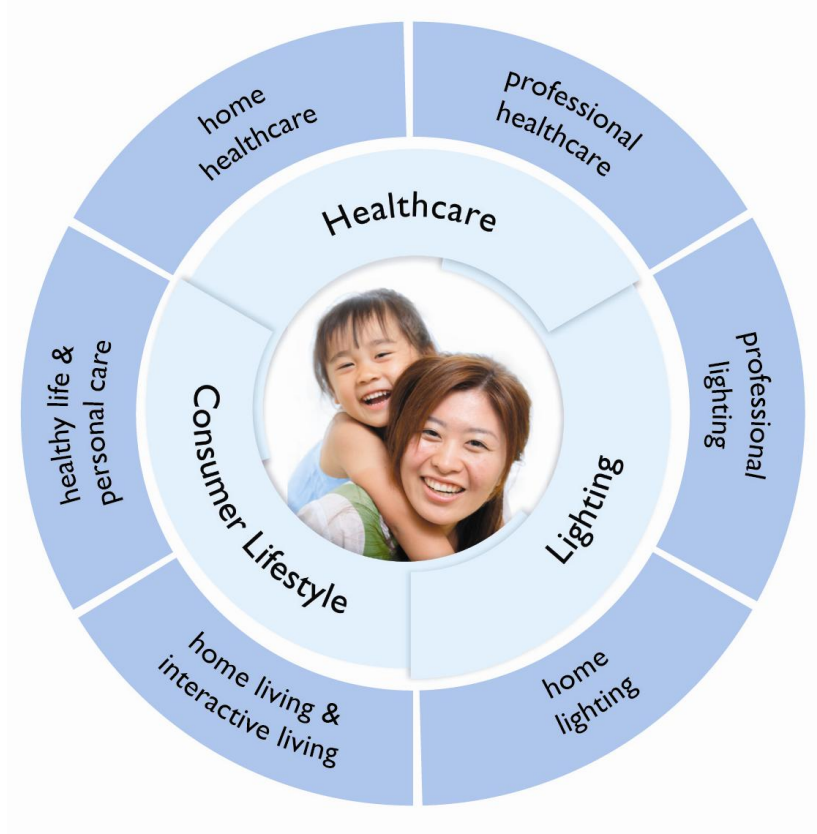
## Finding the right KPIs to measure business & social objectives and **define success**



*Use relevant secondary metrics to understand how the needles are moving*



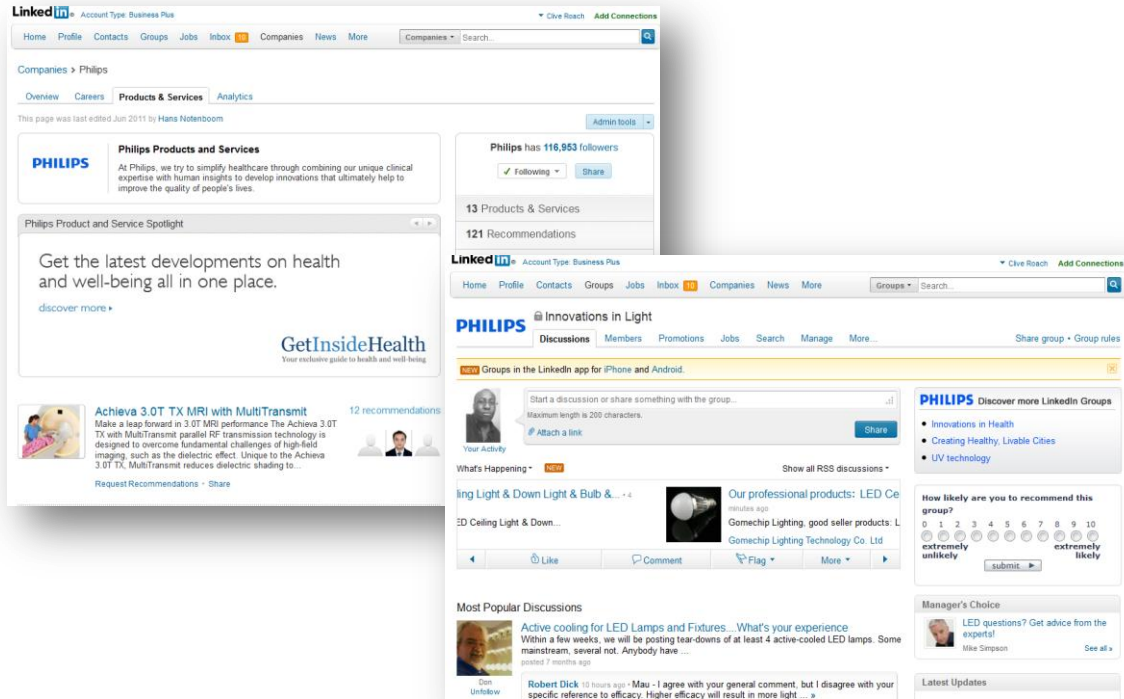
Then it starts with the real deal:  
Doing it, and doing it well!



*Some success stories in the different sectors*



# Company page on LinkedIn



Philips has about **120,000 followers** of the company page on LinkedIn with careers section, product & services tab for recommendations.

Innovations in Health & Light programs delivered NPS and **purchase consideration** (MetrixLab, sep 2011)



## Using Social Media channels to engage with consumers in conversations



The image is a composite of a woman's face and a Twitter interface. The woman's face is on the left, with her eyes looking towards the right. The Twitter interface is on the right, showing the profile of Philips\_Nederland and PhilipsCare NL. The Philips\_Nederland profile includes a header with the Philips logo, a bio, and statistics: 2,398 tweets, 1,129 following, and 6,503 followers. Below the profile is a section for tweets, with a search bar and a list of tweets. The PhilipsCare NL profile is shown below, with a bio, statistics, and a list of tweets. The tweets are in Dutch and mention various Philips products and services.

**Philips\_Nederland**  
@PhilipsNL  
Laatste nieuws van Philips Nederland  
Nederland · <http://www.philips.nl/nieuwscentrum>

**PhilipsCare NL**  
@PhilipsCare\_NL  
Welkom bij Philips Webcare voor al uw vragen over onze service, producten en diensten. Bent u benieuwd naar algemeen nieuws over Philips? Volg dan @PhilipsNL.  
Amsterdam, The Netherlands · <http://www.philips.nl/support>

**Tweets**

PhilipsCare NL @PhilipsCare\_NL 27 Jan  
@JoSchrijft Zou ik uw contactinfo per DM mogen ontvangen aub? Dan kan er contact met u opgenomen worden nav uw tweet. Mvg \*LB  
↳ In reply to Jolanda Timmermans

PhilipsCare NL @PhilipsCare\_NL 27 Jan  
@gvhees Ik heb uw tweet gelezen! Zou ik via een DM uw contactgegevens mogen ontvangen? Dan neem ik contact met u op. Mvg \*LB  
↳ In reply to Gervan Hees

PhilipsCare NL @PhilipsCare\_NL 26 Jan  
@TodoTijp Dit zou zonder problemen moeten passen. Helaas is de betreffende filter niet meer van ons leverbaar. Mvg \*LB

PhilipsCare NL @PhilipsCare\_NL 26 Jan  
@hbeukers Uw klacht is doorgzet naar de collega's van de Onlineshop. Is er tot op heden nog geen contact met u opgenomen? Mvg \*LB  
↳ In reply to Henk Beukers

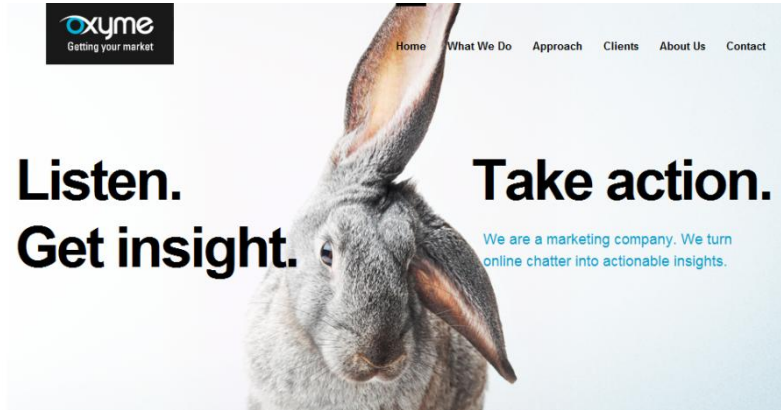
PhilipsCare NL @PhilipsCare\_NL 25 Jan  
@jendriksdijk Ik zou graag met u in contact willen komen nav uw tweet. Zou ik via een DM uw contactgegevens mogen ontvangen aub? Mvg \*LB



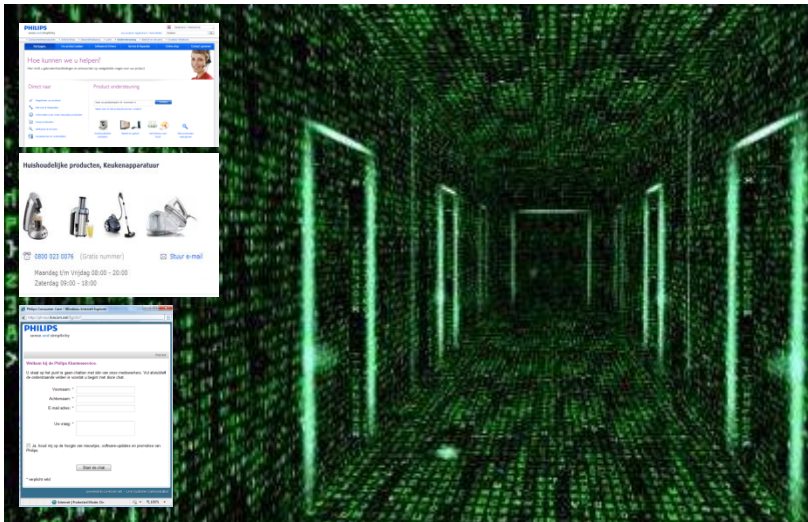
# #Sonicare – The Case

1.511 websites / domains

EXTERNAL DATA



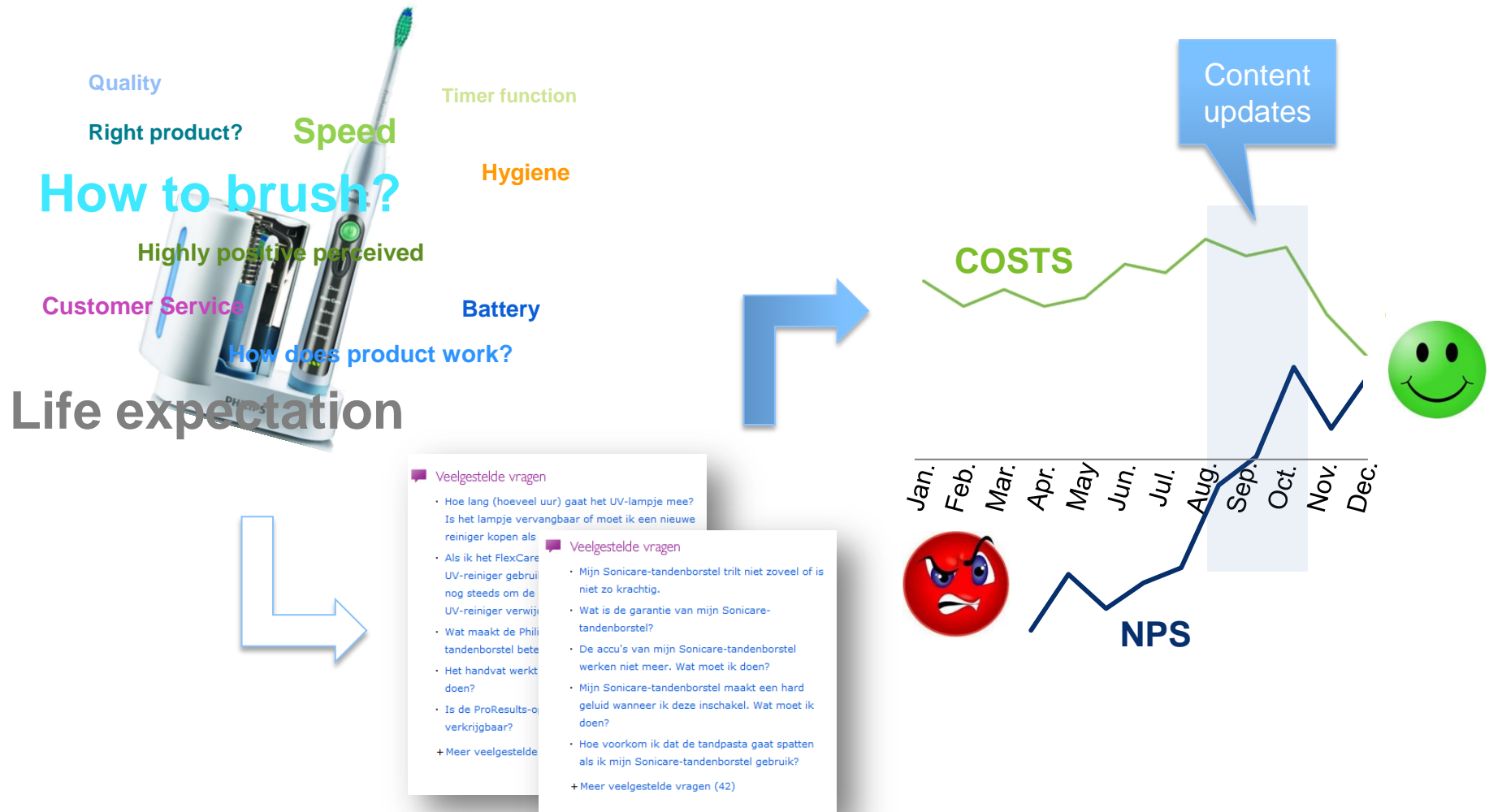
INTERNAL DATA



5.718 call logs/NPS free texts



# Turning insights into results: turning negative sentiment to positive and reducing call center costs by 33%



# Random act of Kindness: #Valentijn #koffievoor2



**Philips\_Nederland** @PhilipsNL 14 Feb  
Hi @WendyBisschops we hebben je valentijnstweet gespot. Lekker!  
PHILIPS Verzorg jij dan de #koffievoor2? Dm je adres, dan sturen wij kado #zomaar



**Wendy Bisschops** @WendyBisschops  
@PhilipsNL wow wat gaaf. Tuurlijk doe ik dat. Dm komt eraan.  
Thankx ;)

← Hide conversation



**Mathijs van der Hurk** @MathijsvdHurk 14 Feb  
Onderweg naar Nijmegen, heerlijk koken voor mn meisje en dan samen lekker eten :-). Romantisch he ;-). #Valentijn



**Philips\_Nederland** @PhilipsNL 14 Feb  
PHILIPS Hi @MathijsvdHurk we hebben je valentijnstweet gespot. Dat diner afsluiten met #koffievoor2? Dm je adres, dan sturen wij kado #zomaar  
← In reply to Mathijs van der Hurk



**Ralf Silvius** @RalfSilvius 14 Feb  
Wees vandaag in ieder geval je eigen Valentijn, geef jezelf blijk van liefde en straal het uit naar een ieder die jij het gunt.



**Philips\_Nederland** @PhilipsNL  
PHILIPS Hi @RalfSilvius we hebben je valentijnstweet gespot. Dm je adres, dan sturen wij kado voor #koffievoor2. #zomaar omdat we het je gunnen!

↻ Retweeted by Ralf Silvius

← Hide conversation





# A very low investment with engaged responses and great impact

**Eric Looijaard**  
@Leauy  
Ah leuk, Saeco koffieglazenset gehad van @PhilipsNL Tx! [pic.twitter.com/aA5HdOPY](https://pic.twitter.com/aA5HdOPY)



@PhilipsNL ben zo v  
door heel erg leuk :)

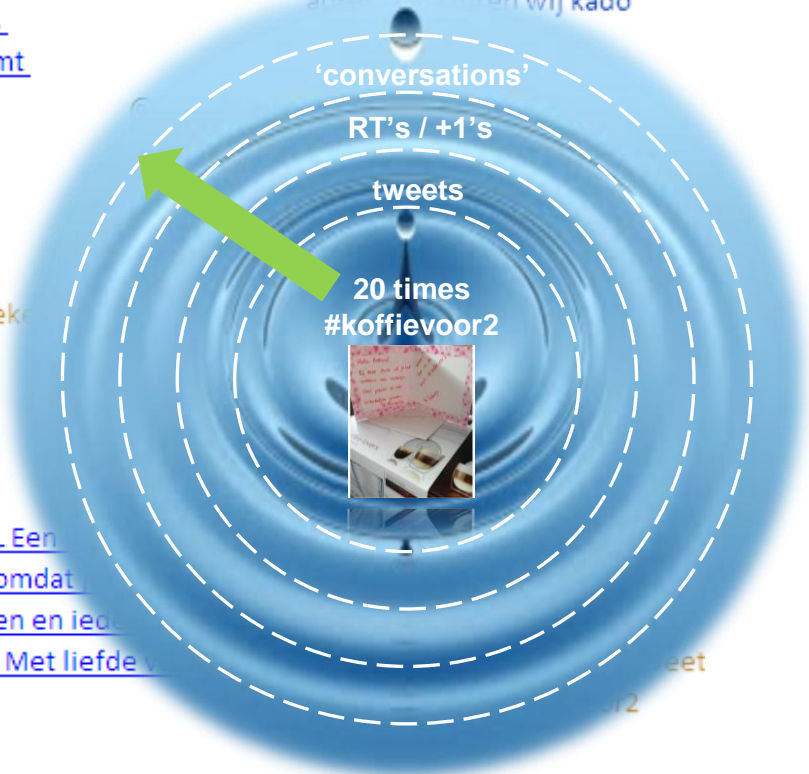
**Roeland Topée**  
@ZINplicity  
Wow wat een leuke verrassing van @PhilipsNL Heel erg bedankt! #valentijn #koffievoor2 @ServiceisSales :) [pic.twitter.com/UowaF3o8](https://pic.twitter.com/UowaF3o8)



Leuke Valentijnsactie van  
@PhilipsNL :)

@PhilipsNL wow wat gaaf.  
Tuurlijk doe ik dat. Dm komt eraan. Thankx ;)

**A reach of more than 80,000 followers\* via trusted inner circles**

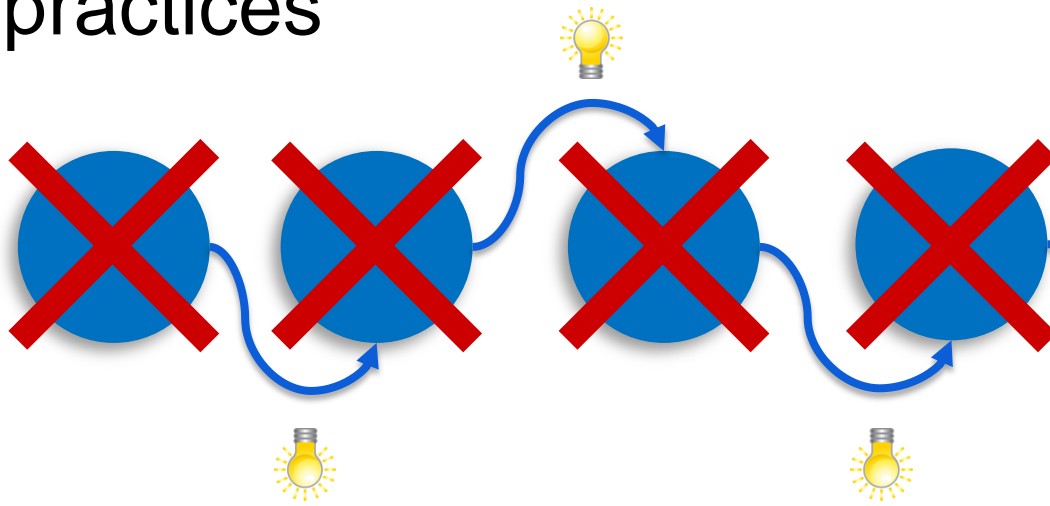


@leauy jazeke  
Leuke actie

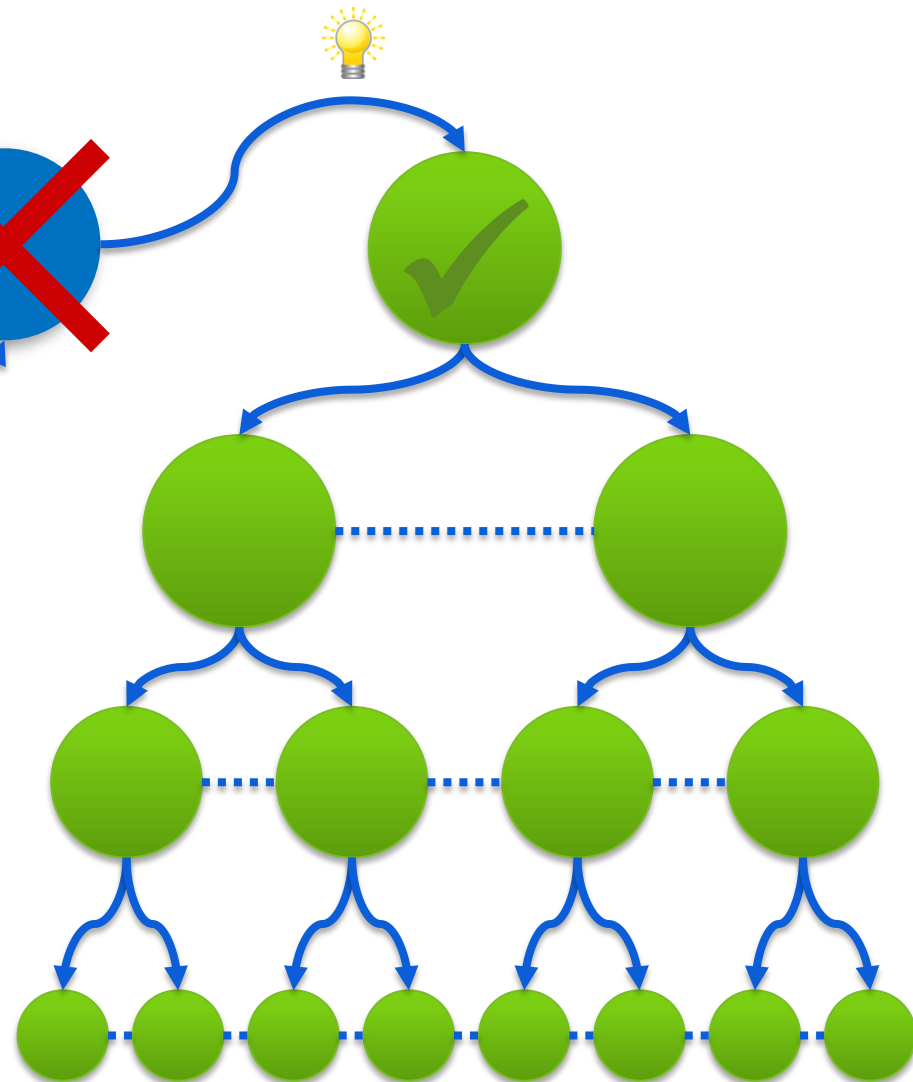
@PhilipsNL Een  
naar jullie omdat  
actie houden en iedereen  
verblijdde. Met liefde

\* A sum of all followers tweeting about #koffievoor2

Learn from failures & build on & leverage best practices



*Continuous learning,  
sharing across  
Markets, Sectors &  
Functions and  
closing the loop*

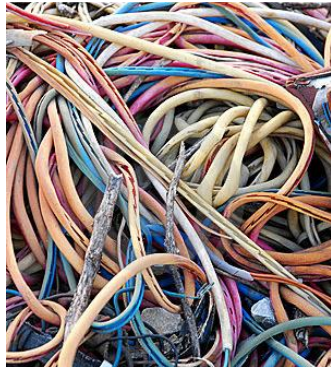


## 10 Key lessons learned



**Listen**

**Share &  
Evangelize**



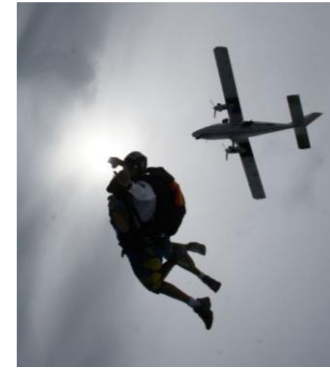
**Analyze &  
Understand**

**Mindset**



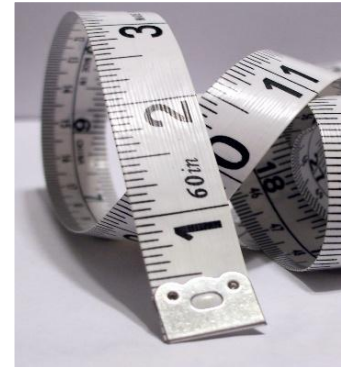
**Continuous  
Learning**

**No resources,  
No execution**



**Start & do it**

**Speak the  
Language**




**Not just  
a KPI**

**Testing  
Testing**







And then keep on playing to build  
your social media experience until  
your brand sounds nice!



