

Social CRM – JetBlue



JetBlue Airways 

@JetBlue

Welcome to JetBlue's online info booth! If you have concerns or complaints that require response, please contact jetblue.com/speakup or 1-800-JETBLUE
11101 · <http://www.jetblue.com>

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110,720
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1,711,276
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Christine Lorigo @TineLorigo 24 mins

Landed at home. Yippee! Broken TV on JetBlue tho:(Forced me to write a blog in flight. Will post soon! [#fancave30](#)
[#PutChristineInTheCave](#)

[Collapse](#)  Reply  Retweet  Favorite  Buffer  More



JetBlue Airways @JetBlue 12 mins

@TineLorigo Welcome home! As per our Customer Bill of Rights, you're entitled to a \$15 credit bit.ly/jbbor

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Social CRM – Best Buy



Rod Abbott @Sum1isfollowing

3 hrs

@BestBuy - Is corporate customer service ever going to reply to my Price Match complaint mailed two months ago? Case ID 108335102

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12:15 p.m. - Feb 15, 2013 · Details



Best Buy Support @BestBuySupport

2 hrs

@Sum1isfollowing Per the case notes, you were e-mailed on 12/05. A partial credit was applied. Another should reflect in 3-5 biz days. ^TT

💬 Hide conversation ↩ Reply ↻ Retweet ★ Favorite ≡ Buffer ... More

12:48 p.m. - Feb 15, 2013 · Details



Jesus Escamilla @Eskamilla

59 mins

I didn't think I was gonna have so much trouble finding a best buy in San Antonio #annoyed

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2:34 p.m. - Feb 15, 2013 · Details



Best Buy Support @BestBuySupport

47 mins

@Eskamilla Check out the list of our stores in the San Antonio, TX area : bit.ly/YwagMz. ^TT

Expand



Jesus Escamilla @Eskamilla

38 mins

@BestBuySupport found it! Thank you!

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Social CRM – infographic



Social CRM – Best Practices

1. Right Resources
2. Engage Social Influencers
3. Reward Loyal customers
4. Respond in a timely manner
5. Use Lists and Groups
6. Two way communication
7. Consistent with brand image
8. Augment customer contact information by using Social Profile Data
9. Don't Feed the Trolls
10. Centralize and unify customer communication (CRM integration)

ERP

De-Centralized : **Disadvantages**

1. Numerous disparate information systems are developed individually overtime.
2. Integrating data is time and money consuming
3. Inconsistencies and duplication of data
4. Lack of timely information leads to customer dissatisfaction, loss of revenue and reputation
5. High Inventory, material and human resource cost

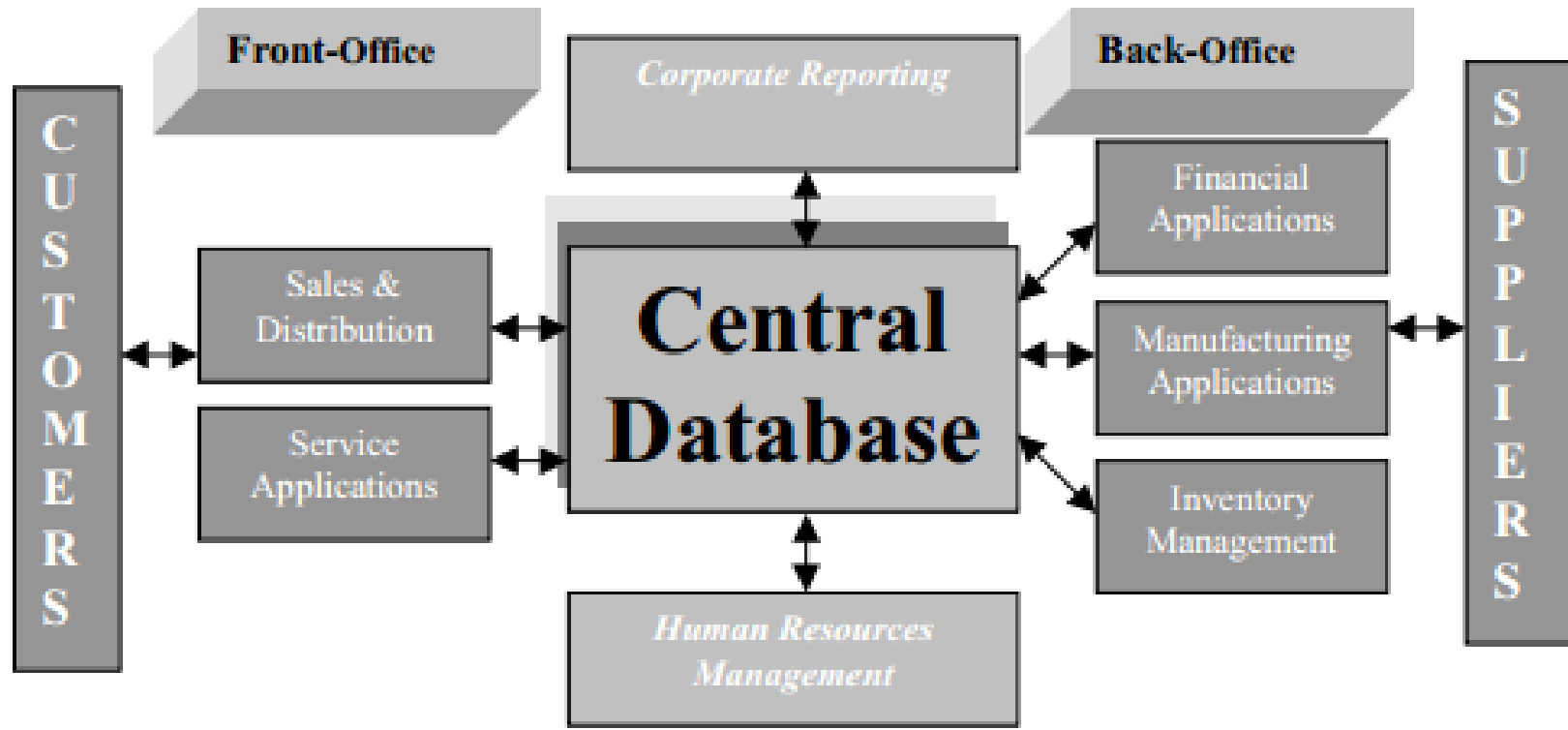
Centralized : **Advantages**

1. Eliminates the duplication, discontinuity and redundancy in data
2. Provides information across departments in real time
3. Provides control over various business processes
4. Increase in productivity, better inventory management, promotes quality, reduce material cost, effective human resource management, reduce overheads, boosts profits
5. Better customer interaction, increased throughput, improves customer service

ERP – Enterprise Resource Planning



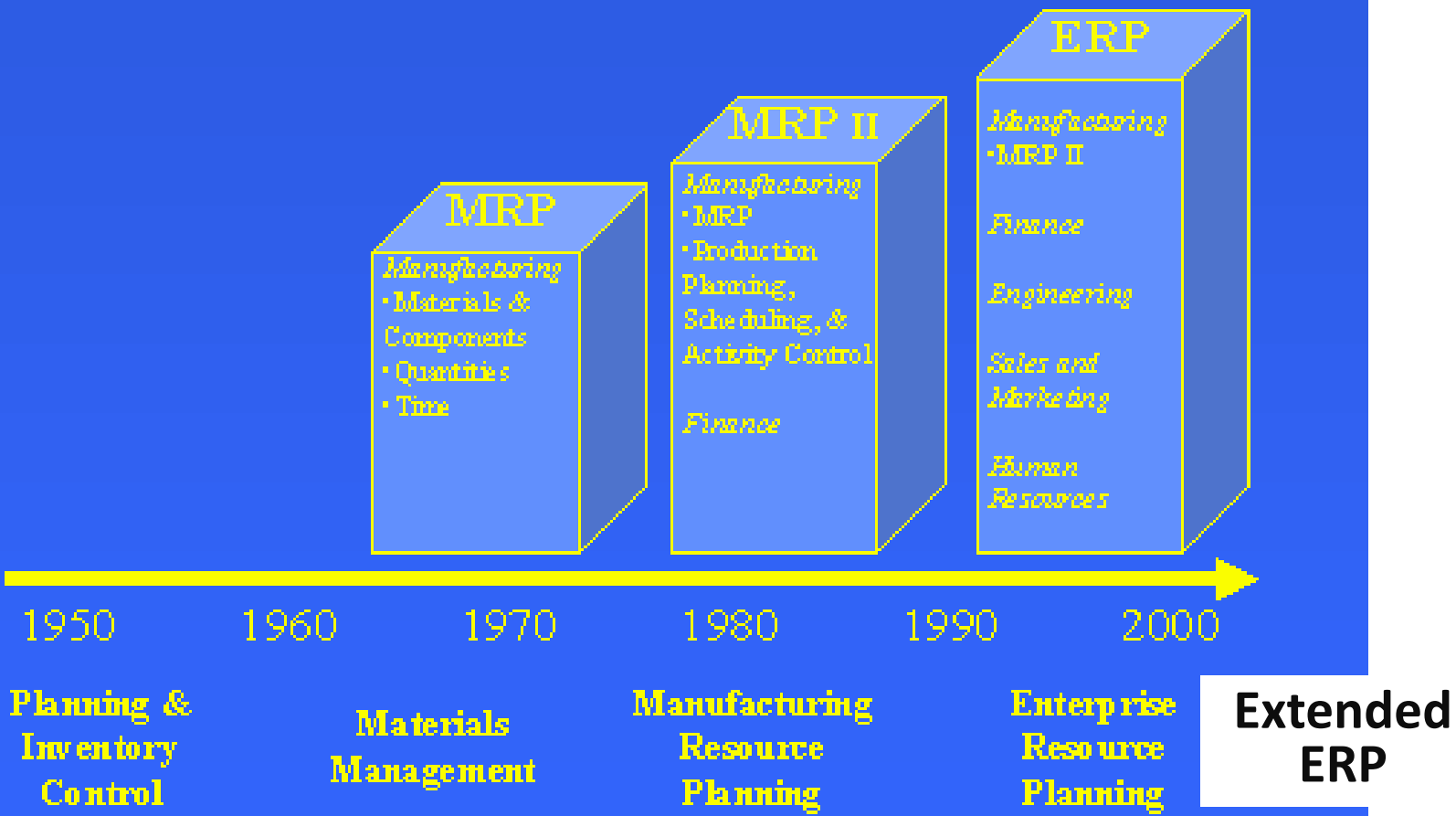
ERP – Enterprise Resource Planning



1. Integration of the Value chain / core business processes
2. Enables a real time, integrated view by utilizing a centralized Database Management System
3. Tracks business resources – cash, raw material, production capacity etc.
4. Monitor business commitments – contracts, PO, payroll etc.
5. Facilitates information flow across business functions, and to external stakeholders – timely, accurate and intended

ERP – History

History of ERP – Manufacturing Perspective



ERP – Success



■ **American Bible Society**

- founded on May 11 in 1816 – Not for profit
- Revenue – \$ 67 m, \$436 m (2010)
- Publishes, distributes and translates the Bible and provides study aids and other tools to help people engage with the Bible

Problem

- Existing legacy accounting system didn't integrate with the ICT environment
- Information needed to be replicated
- Cannot get up-to-date, real time reports
- Time consuming and costly to maintain

Benefits

- Reduced licensing cost by 50%
- Reduced Annual Hardware leasing cost by \$ 190k
- Saved \$ 490k in annual Support and Maintenance costs
- Enhanced reporting and Analytics
- Improved Efficiency
- Improved Inventory Management – Faster turnaround, remote warehouse
- Faster User Adoption rate

ERP – Success



Good Food, Good Life

- **Nestle USA**
- \$8.1 billion (1997)
- ERP Modules - Purchasing, financials, sales and distribution, accounts payable, and accounts receivable

Problem

- Paying 29 different prices for vanilla from the same vendor
- Same product different names/ codes assigned by different factories
- Multiple purchasing systems, 9 different general ledgers, different vendor systems
- Cannot leverage their size and buying power
- Each factory acted as an autonomous unit – no centralized control, data. Thus, unable to conduct proper financial analysis, reporting and forecasting.
- Y2K problem
- Key Stakeholders – didn't compromise the staff who were affected by the change

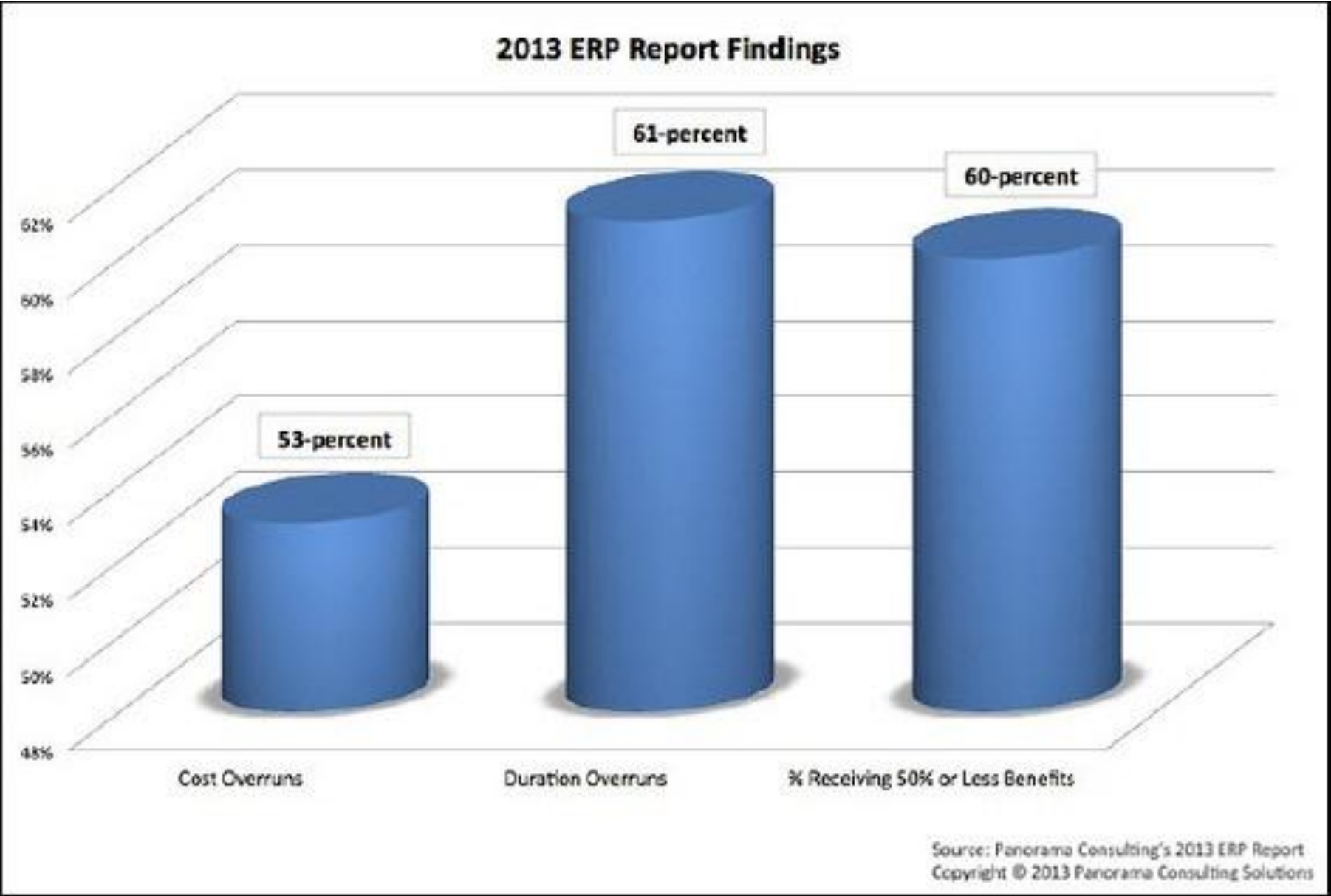
Benefits

- Savings over \$ 325 m (2002) – Supply chain improvements, Demand Forecasting
- Globally Standardized business processes and data

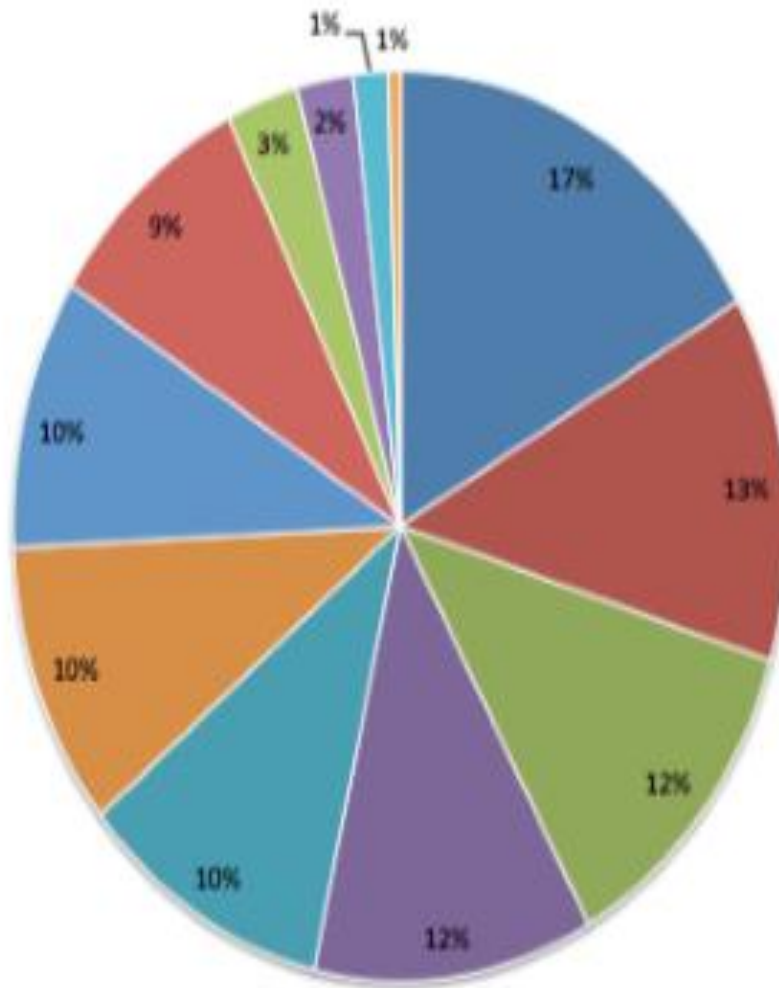
ERP – Why do they Fail?

1. Is it needed ? (Integration vs. Standardization)
2. Ineffective Stakeholder Management and Change Management
3. Bad data (GIGO)
4. No clear objective/ destination
5. Lack of a proper Project Plan/ Management
6. Customization
7. Under-estimating the resource requirement
8. Inadequate Internal resources
9. Insufficient testing
10. Insufficient Training and Education

ERP – Why do they Fail?



ERP – Why implement?



- To improve business performance
- To replace an old ERP or legacy system
- To better integrate systems across multiple locations
- To position the company for growth
- To better serve customers
- To ensure reporting / regulatory compliance
- To make employee jobs easier
- To standardize global business operations
- To reduce working capital
- Because other companies have ERP

Source: Panorama Consulting's 2013 ERP Report
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