

Social Listening Efforts at Dell



Online posts about Dell each day

- 2006: 4000
- 2012: 25,000

Social Media Listening Command Center

- Launched by Dell in Dec 2010
- Monitors and provides reports on corporation, business units, verticals, products, campaigns or competitors
- 300 search profiles that sort geography, reach, sentiment, topic
- Acts as early warning system

Social Outreach Services (aka @DellCares & @DellCaresPro)

- 84 team members supporting customers through social media
- 11 languages
- 98% resolution rate
- 34% conversion rate turning online 'ranters' to 'ravers'

Taking online conversations offline

- **Customer Advisory Panel (CAP) Days** program brings together online ranters and ravers for day-long feedback and brainstorming session with Dell
 - Events in U.S., China, Germany and on topics ranging from support to green IT
- **Think Tank Program** brings together online influencers to brainstorm and discuss collaborative ways an industry can better its stakeholder outcomes
 - Events on topics such as Education and Healthcare

Empowering employees

- **Dell Social Media & Communities University** launched in 2010 to empower employees to engage online
- Nearly 8000 employees have participated in trainings
- 3000 employees have completed 8 hours of coursework and are 'certified'

IdeaStorm

- Online customer community for crowdsourcing ideas for Dell
- Nearly 16,000 ideas submitted
- More than 400 ideas have been implemented