



Social Business

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Direktorica prodaje , CROZ

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Savjetnica za poslovna rješenja, CROZ



CROZ



Company profile

Headquarters: Zagreb/Croatia

Scope: Custom software development, SOA, Education & Consulting, Mainframe, Cross Brand IBM SW

Customer Segment: Government, Finance and General Business

Resources: Over 140

Employees covering Adriatic region with projects across EMEA



Social Media



- collaborative projects (e.g. Wikipedia),
- blogs and microblogs (e.g. Twitter),
- content communities (e.g. Youtube),
- social networking sites (e.g. Facebook),
- virtual worlds (World of Warcraft)

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Social Media u poslovanju ... As is

Igraoni.ca

ŽIVOTINJSKO
CARSTVO

top lista
ponude
razmijeni
album (3)
daruj
poruke
market

23:58:18



- * Logiraj se svaki dan i dobit ćeš 6 novih sličica.
- * Razmijeni dupliće s prijateljima ili drugim igračima.
- * Pozovi svoje prijatelje i ubrzaj skupljanje sličica.

INBOX

AKTIVNE

PRIHVAĆENE

NEUSPJELE

Trenutno nema ponuda.



Mitovi vezani uz Social

Myth 1: Social media is Twitter and Facebook

Myth 2: The existing customer service team can manage social media

Myth 3: The return on "social" service is low



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Pravila ponašanja



Social Media Governance

Empowerment with Accountability by Chris Boudreaux



BOOK

SPEAKING

POLICIES

BLOG

STUDIES

ABOUT

CONTACT

Policy Database

The most complete listing of social media policies. Referenced by the world's largest brands and agencies.

176 policies in this database

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View by industry:

All Industries ▾

Free PDF

When Can You Say, 'We Have a Social Media Strategy!'



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Organization	Title
About.com	Template: Blogging and Social Media Policy
About.com	Template: Internet and Email Policy
American Institute of Architects	Policy on Staff Use of Social Media
American Red Cross	Social Media Handbook for Local Red Cross Units
American Red Cross	Online Communications Guidelines
amp3 Public Relations	Social Media Guidelines
Astonish Results	Social Media Policy (for Insurers)

Social Media u poslovanju ... To be

Welcome, Alex Vetter
SVP, Sales

My Profile | Logout | Sitemap

cars.com My Cars Portal

Find a person advanced
Find information advanced

Home | Sales Tools | My Toolbox | Reports | Salesforce | Connections | CV Resources & Benefits

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FindingCarBuyers.com
On TV, On the Web and On Car Shoppers' Minds
Cars.com has launched a massive advertising effort on television and online. The campaign is set to broadcast more than 400 commercials on top cable networks. For more information on Cars.com's national and local advertising plans for 2010, please visit [FindingCarBuyers.com](#).



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News for Car Buyers

[Kicking Tires](#)

Blog updated 7/2/10

- Cars.com Reviews the 2011 Mercedes-Benz
- Cadillac Escalade Tops Most-Stolen List
- Today's News From the Cars.com Family
- America's Third Largest Domestic Automaker: Honda?
- Cars.com Podcast: 2011 Chevy Cruze, 2011 VW Jetta

[More Posts](#) >

My Links

Popular Links

- Cars.com Strategic Plan
- Career Development Resources
- eTime
- EZ Labor
- CV Event Calendar
- SuccessFactors
- CV Webmail

[My Favorite Links](#)

customize

My Weather

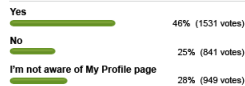
City	High / Low
Chicago	85 / 72
Santa Monica	82 / 68
Atlanta	79 / 71

customize

You Told Us

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et tempore.

Here is what people said:



Total 100% (1531 votes)

Cyndy Smith
Marketing Manager



"Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et tempore."

more >

Getting to Know You



CV Resources

- Legal Contract Management System
- iPlay Statements
- Concur Expense Reporter
- TOCC Live Chat

Inside Lane Blog

Latest Blog Entries

- Dreamforce 2009**
Jones, Bob | Jan 7 | [Details](#)
- Happy New Year**
Smith, Jill | Jan 7 | [Details](#)
- Leadership Forum**
Culis, Bob | Jan 7 | [Details](#)
- Changing Lanes...**
Mack, Rob | Jan 7 | [Details](#)

Viewing 1-3 of 60 Blog entries < | >



On TV.
On the Web.
On Car buyers Minds.

Cars.com
On Your Phone



> Access our Partnership Network



Out talking to customer today.
[Update Status](#) | [Edit Profile](#)

My Trends

Auto completion
cars.com Dealers cars
IQ dealership Honda
GM ideation internet
Media product
improvement Employees
sales market

My Network

- Bill Jones
- Carla Murphy
- Sam Needs
- Chris Banker
- Bill Madar
- Tanya Leads
- Ed Richards
- Rio Fuentes

My Cars Portal Links

- Cars.com Strategic Plan
- Career Development Res.
- eTime
- EZ Labor
- CV Event Calendar
- SuccessFactors
- CV Webmail

My Updates

- Robert Goldberg accepted your invitation Today 4:25 PM
- Robert Goldberg added you to their homepage watchlist Today 4:12 PM
- Jane Doe tagged themselves with Product-Manager Today 3:57 PM
- Hambriek Jones edited the wiki page Wilkommen in the Audi Testwiki wiki Today 3:19 PM
- Sam Lightfoot accepted your invitation Today 2:21 PM
- Karen Smithers tagged themselves with webinar Today 2:02 PM
- Elizabeth Johnson Trying to catch up with work... Today 11:49 AM
- Liz Hunt is busy updating her network... Today 11:44 AM

[Show more stories](#)

My Content

- My Communities
- My Bookmarks
- My Activities
- My Wikis

[Create a new blog](#)

- iPhone**
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et tempore.
Author: Mack, Rob
- Cars IQ**
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Author: Mack, Rob
- Marketing**
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Author: Mack, Rob
- the Lounge : Cars.com Sales Directors**
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Author: Mack, Rob
- Senior Management Team**
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Author: Mack, Rob

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My To-Dos

- Dreamforce Presentation**
Due 7/30/2010
- Call Bill**
Due 7/30/2010
- Email Document to Sally**
Due 7/30/2010
- Buy Paper**
Due 7/30/2010
- Dreamforce Presentation**
Due 7/30/2010
- Call Bill**
Due 7/30/2010
- Email Document to Sally**
Due 7/30/2010
- Buy Paper**
Due 7/30/2010

[Show More...](#)

My Files

- Dreamforce Presentation for Jim.ppt**
Modified 7/30/2010
- Number spreadsheet 09.doc**
Modified 7/30/2010
- Sales Presentation for East Region.ppt**
Modified 7/30/2010
- Number spreadsheet 09.xls**
Modified 7/30/2010
- 2010 Marketing Budget for East Region.ppt**
Modified 7/30/2010

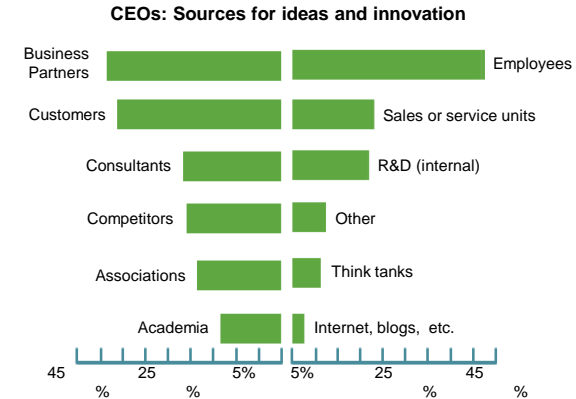
- Number spreadsheet 08.xls**
Modified 7/30/2010

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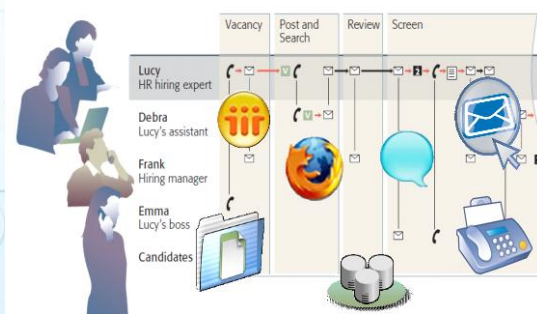
Need to Connect



Need to Innovate



Need to Execute



Need to Empower

19% of executive, administrative and manager workforce will retire within five years

Within next seven years 26% of Japanese will be over 65 years old

In 2000, more people receiving pensions in Italy than people working

By 2016, 60-64 aged population expected to almost double

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B2E Collaboration improve employee/management work productivity, centers of excellence, communities of interest and decision support

B2C Collaboration improve collaboration and service to customers and external stakeholders

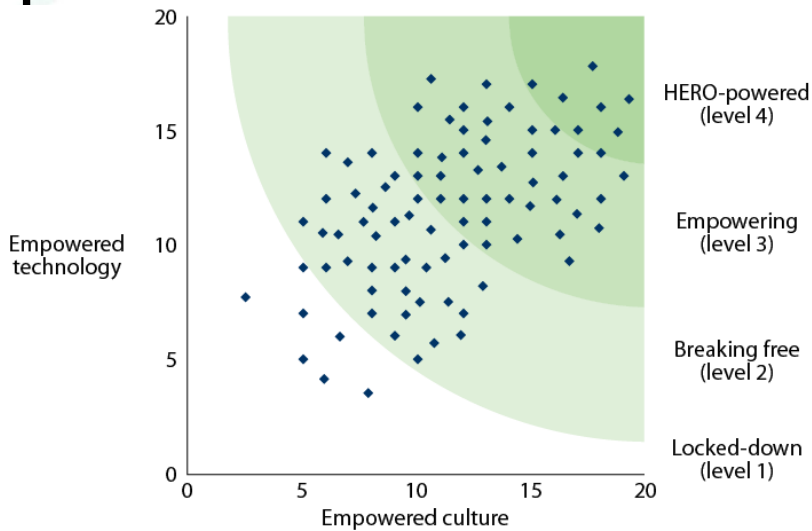
B2B Collaboration improve collaborative transactions and knowledge sharing with key business partners



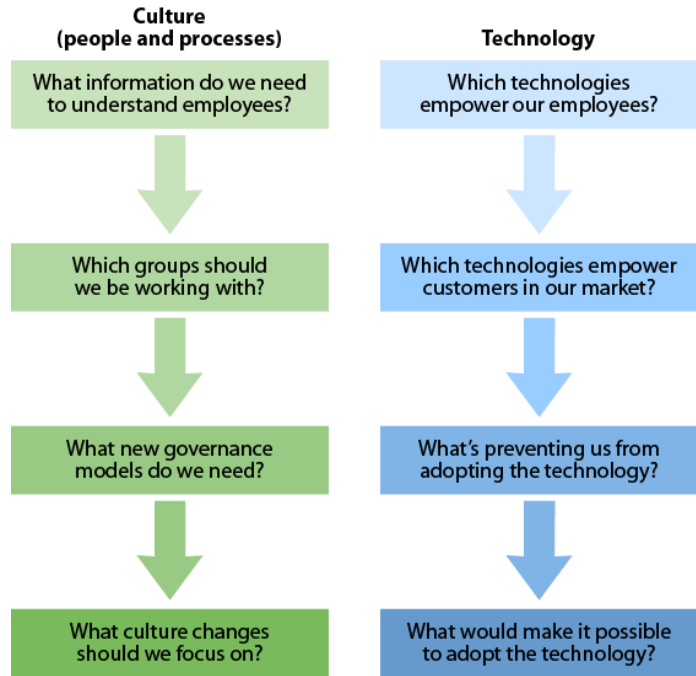
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Plan for Success with Social Business and Collaboration

Understand the Organization



Base: 147 customers and guests at Forrester's CIO, Content & Collaboration, and Business Process and Application Development 2010 Forums



- 1.
- 2.
3. Empowering
4. HERO-powered

Source: Forrester Research, "Assess Your Empowered Maturity", December 2010

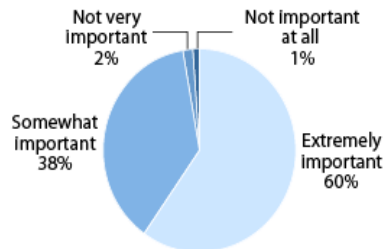
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Plan for Success with Social Business and Collaboration

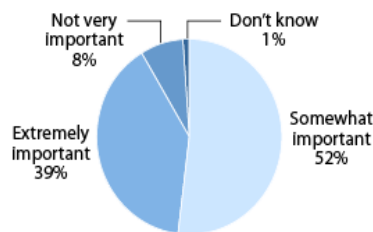
Understand the Users



“How important is it that content is delivered to users within the context of the business process in which they are involved?”



“How important is it that collaboration tools are delivered to users within the context of the business process in which they are involved?”



Base: 117 North American IT and business professionals surveyed in September 2005

Source: Forrester Research, “Context Is King In the New World of Work”, March 2006

Understand the roles and communities

- Who do they work with most frequently?
- Who do they call when they need help?

Understand the processes

- Where are users when they complete a particular step in a process?
- What resources are at hand for users?
- What application are they using when they want to do this step in the process?
- What do they know?
- What additional knowledge would help them do the process better?
- What will happen next? What happened before this step?

Understand the importance/frequency/breakdowns of activities

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Sample – Business To Employee (B2E) Adoption Model

