



## Social Enterprise- Creating value at all interfaces.

*“A company should create VALUE at every interface. A company has an interface with its customers, its employees, its distributors and its suppliers.”- Philip Kotler, renowned Marketing Guru @World Marketing Summit*

“McKinsey estimates that the use of social technologies to improve communication and collaboration within and across enterprises could contribute US\$ 1.3 trillion in annual VALUE”

For any Enterprise creating VALUE is of utmost importance. An enterprise has many interfaces like the customers, business associates, employees, partners, agents, contractors etc. A big challenge is to keep all these interfaces efficient, productive and augment ‘growth’ at all levels.

Social technologies have made the idea of a better “collaborated & engaged business” a reality today. Today the businesses need not be entangled in the cobweb of decades old communication systems (like email which was invented in year 1971 and hasn’t changed much ever since) and outdated business systems (legacy or source systems like ERP, MIS systems whatever we like to call them). It is these complicated systems around which employees are forced to build their own easy adhoc systems like some start creating reports in Excel, Some manually on notebooks. Had these systems been ‘Social’ or ‘human like’ people wouldn’t have hated using them.

*“I haven’t seen an ERP system as powerful, advanced & well featured as in my company. Another thing I haven’t ever seen is it being really used by anyone in the company”*- said an Employee of a big Pharma company. These systems used to help the business, employees and the customers a lot but since the business has changed significantly over the past decade, have these systems been able to keep pace is a big question.

Many organizations have taken their first step towards Social. But having a Facebook page isn’t enough. Solving customer problems on Twitter isn’t sufficient either. A Social Enterprise can...

- Better collaborate, communicate & Share within and across.
- Use its existing resources well. Save time, efforts & money.
- Enhance cohesion within the workforce by better knowledge sharing
- Serve the customers better and increase customer responsiveness.
- Make the business smarter on the basic attributes like Control, Scalability & Security

Are the Businesses pumped up to use the benefits of becoming “Enterprise Social”? Are they ready to create VALUE?

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About the Author



Sanjay Abraham is a Social Media Consultant who has good exposure to Social Media Marketing, Social Commerce, Social Business, Social Intelligence and whole of ‘Enterprise Social Space’.

He holds a Bachelors in Engineering (Computer Science & Engineering) and a PG Diploma in Business Management. Has worked with top names in the IT sector during the past 12 years. He has also provided services to top bracket customers across Banking, Insurance, Retail, Public Services and other verticals.

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