

SOCIAL MEDIA:

A necessity for the modern Municipality

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Presentation Outline

- **What is social media? The Definition**
- **Implementation: Stakeholder Engagement**
- **Social Media: The disruptor**
- **Implementation: Review workflows/ Value Chains**
- **Implementation: What to consider**
- **Monitoring: How effective is your strategy**
- **Benefits and Challenges**
- **Case Studies**
- **Comparative Analysis**
- **Conclusion**

What is social media?

- Disruptive technology
- Changing the business landscape
- Created new industries
- Created and destroyed careers
- Affects family life and friendships

The Definition

The collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration

‘ Social media is driving a business Revolution, it has become an essential part of doing business today’ (HBR).



Twitter



140 Characters
Pictures
Videos



Facebook



Unlimited Characters
Pictures, Videos, Games



Whatsapp

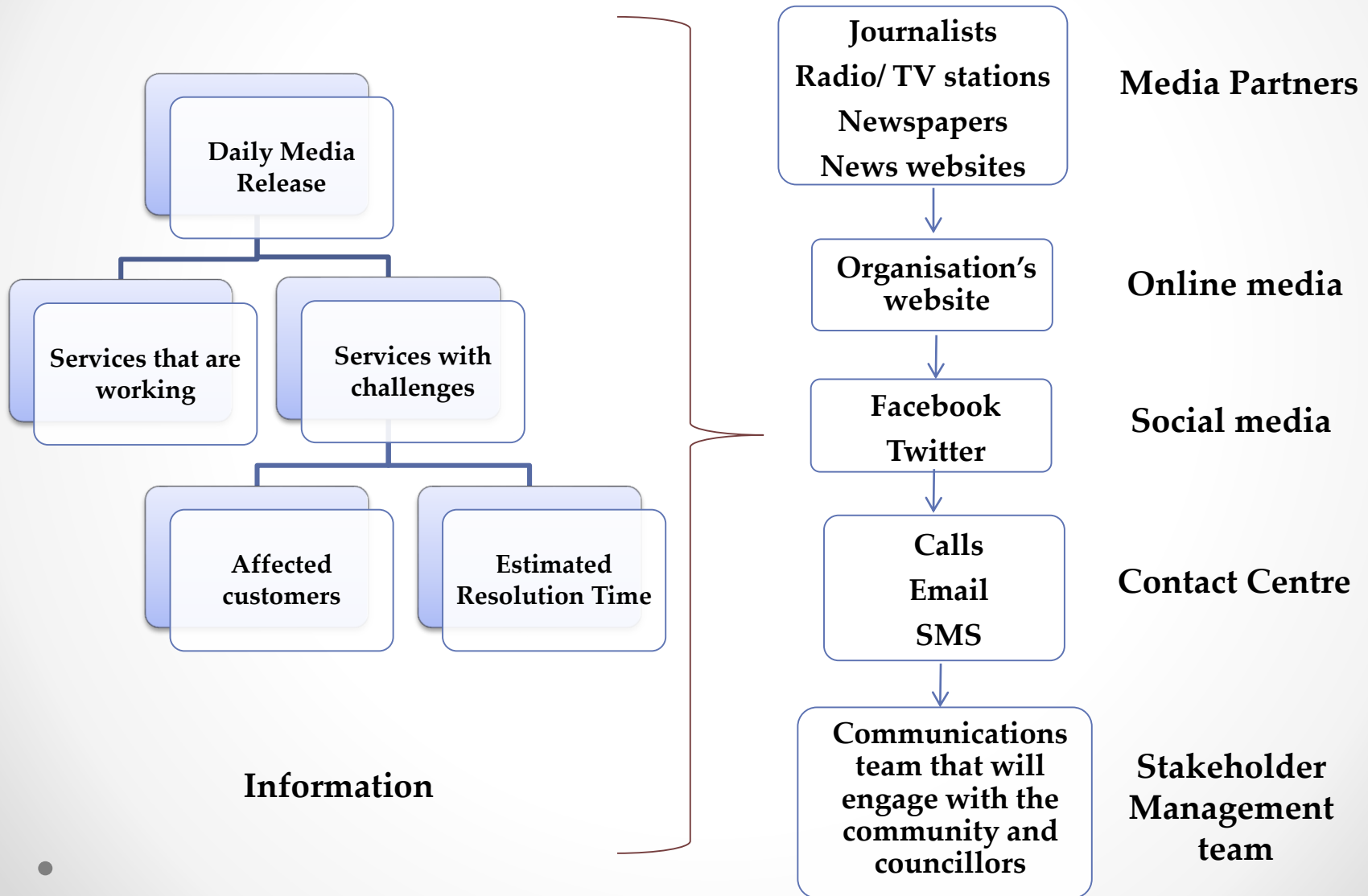


Unlimited Characters
Pictures
Videos

Implementation

- Growing need for contact centers to integrate social media into their systems and workflows
- Key: integrate Communications and Operations i.e. managing internal relationships
- Customer's focus: inconvenience must be addressed immediately
- Homogenous information must be available on different platforms

Implementation: Stakeholder Engagement



Social media: The disruptor

- Disrupted Markets, Companies and Governments operations
- Different departments that don't normally interact start to work closely as service becomes more customer centric
- Call Centre agent - Depot Manager for feedback
- Social media agent- give information to call center agent

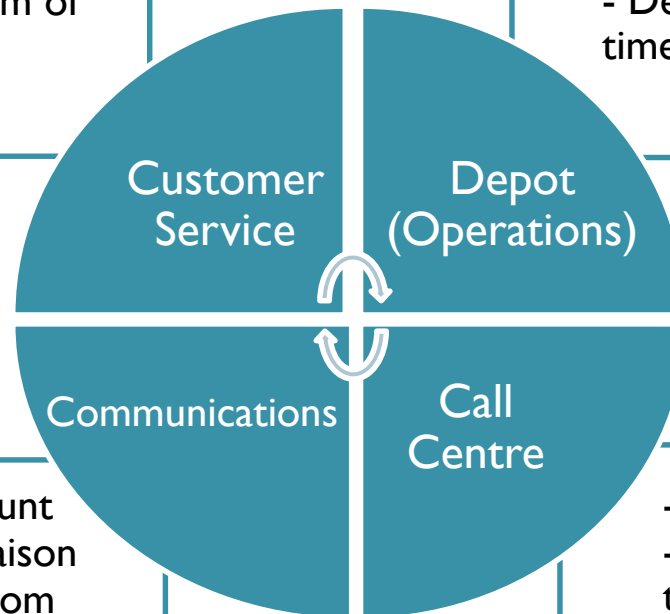
Marketing
Sales
Services

Skills blur, and may merge into one operation (Our Social Times)

Implementation: Review Workflows

- Note specific areas here complaints are coming from
- Send SMS, email and call customers to inform them of outages
- Share meter reading schedules

- Attend to faults
- Communicate findings on faults
- Determine estimated time of restoring services



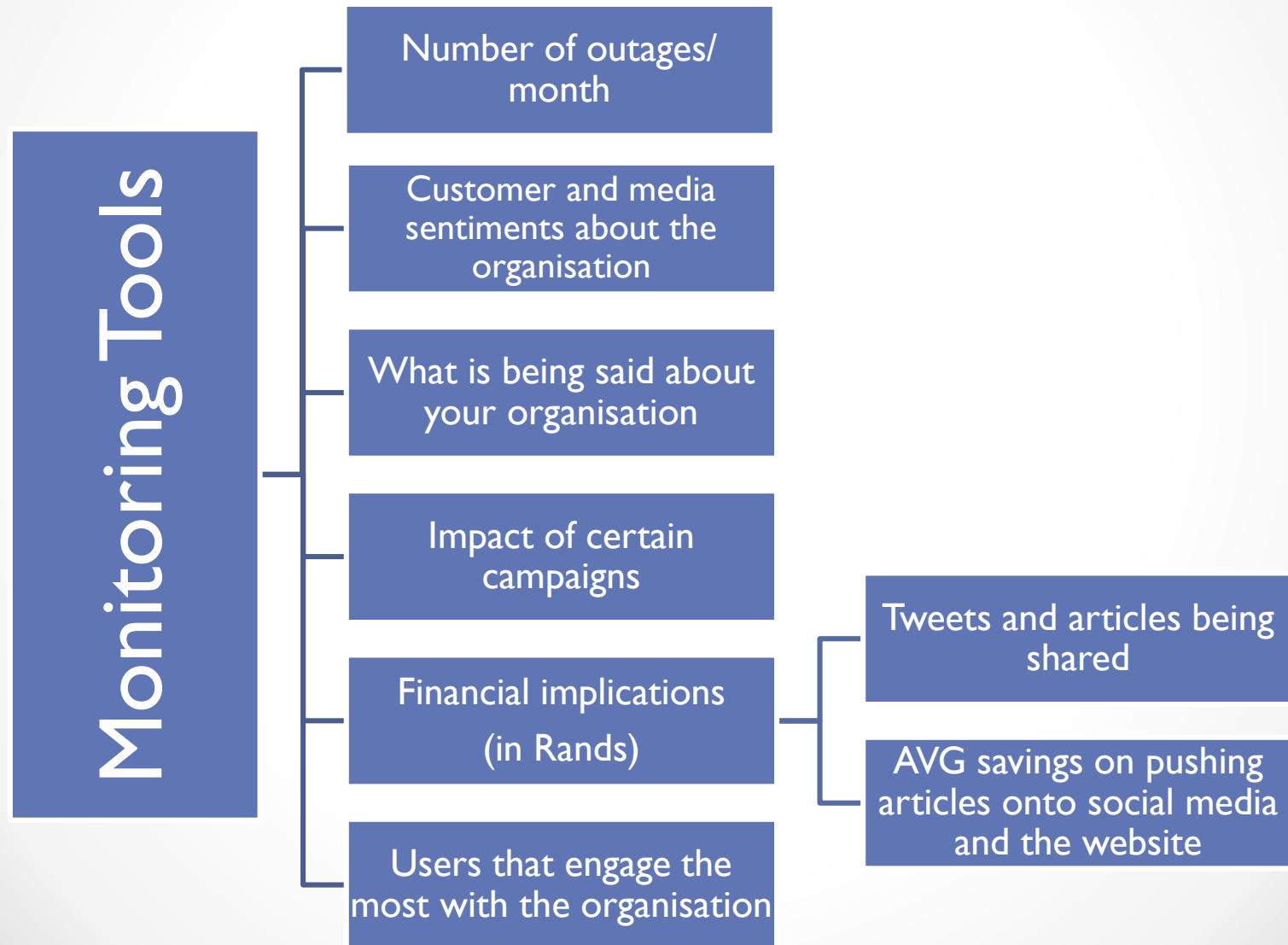
- Run social media account
- Manage stakeholder liaison
- Receive information from depot and call center and share with the public

- Receive calls
- Inform communication teams on outages
- Dispatch depot technician to resolve fault
- Supply reference number to customer
- Follow up on faults

Implementation: What to consider

- **Define the administrator's role**
 - Address service delivery and/or PR
 - Make announcements and/or engage with customers
- **Understanding of the business and where to get information from**
 - Depot Structure and Regional Managers
 - Who to contact for which problems and when to escalate
- **Define the protocol to vet for information**
 - Written confirmation of service disruption(email, SMS, Whatsapp)?
 - Phone call (Depot Manager or Area Manager)?
 - System alert?

Monitoring: How effective is your strategy



Benefits and Challenges

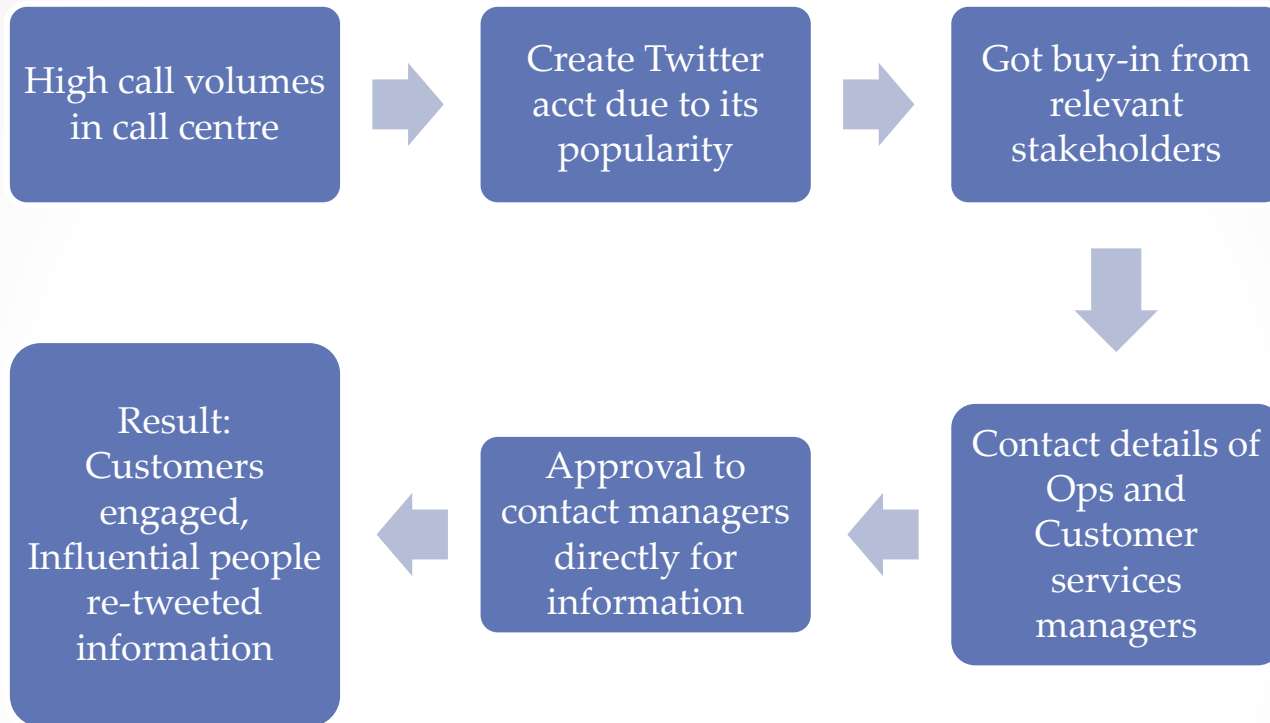
- **Benefits**

- Remove call center waiting time
- Immediate feedback on resolution from customers
- Increased accountability
- Promotes transparency
- Quick dissemination of information
- Little or no setup costs

- **Challenges**

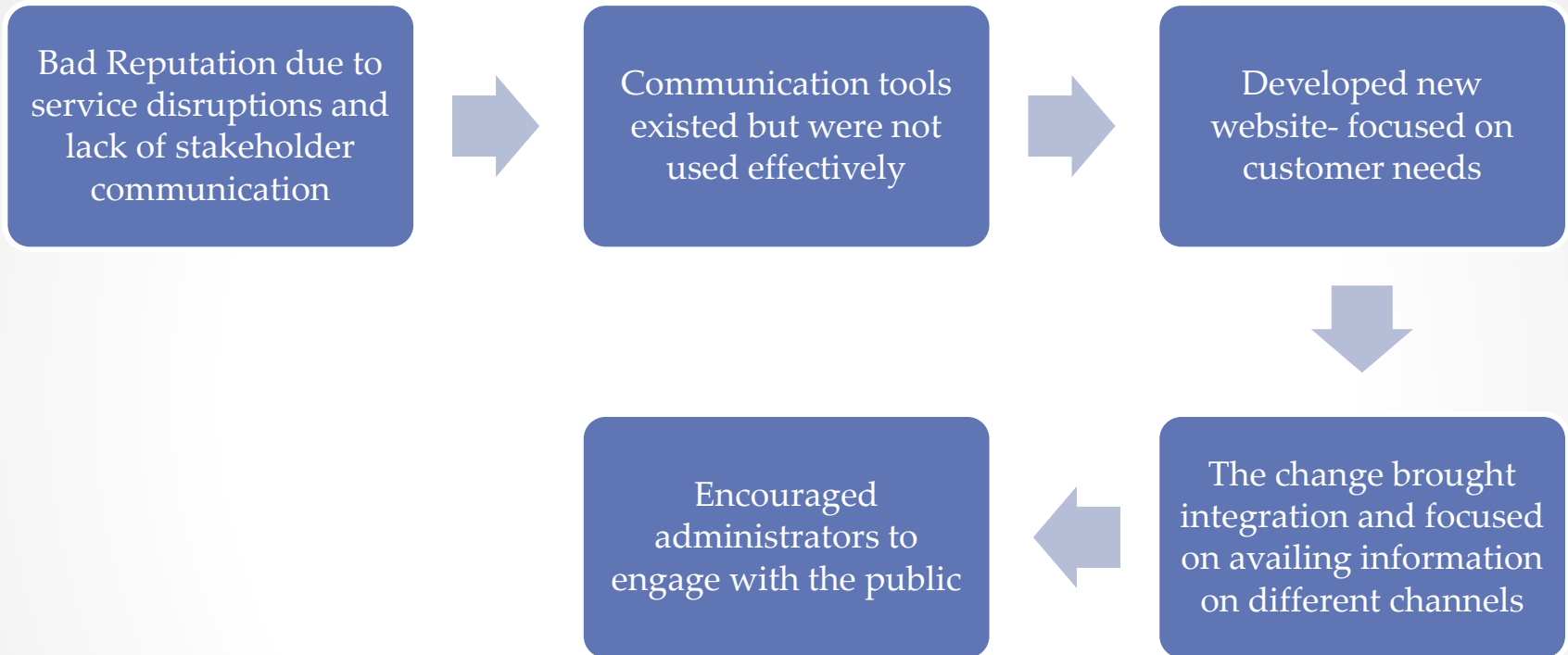
- **Integration**- How to integrate into the organisation's ecosystem
- **Governance**- Set rules on how to deal with different scenarios (complaints, inappropriate/ sensitive information)
- **Culture**- How to embrace customers and employees in new ways
- **Human Resources**- Update HR and Legal protocols

Case study I: City Power



- **Twitter is used as an escalation tool.**
- **New faults are re-directed to the website, call center/ SMS line for the reference number**
- **Then followed up/ escalated by social media team**

Case study 2: Johannesburg Water



- **Customers are given reference numbers via their communications medium of choice**

Comparative Analysis

20 July 2015

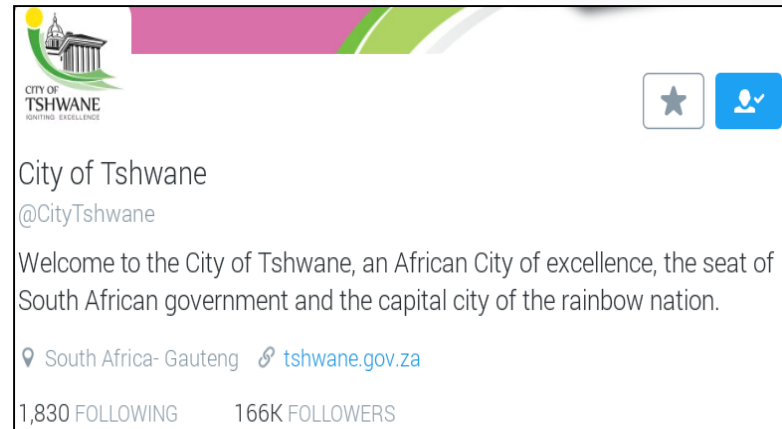
21 July 2016



City of Tshwane
13.8K Tweets

government and the capital city of the rainbow nation.
South Africa- Gauteng · tshwane.gov.za

1,429 FOLLOWING 56.1K FOLLOWERS



CITY OF TSHWANE
KONITHO. EXCELLENCE

City of Tshwane
@CityTshwane

Welcome to the City of Tshwane, an African City of excellence, the seat of South African government and the capital city of the rainbow nation.

South Africa- Gauteng · tshwane.gov.za

1,830 FOLLOWING 166K FOLLOWERS



CITY OF EKURHULENI
2,331 Tweets

The City of Ekurhuleni is Africa's first Aerotropolis.
Gauteng · ekurhuleni.gov.za

1,271 FOLLOWING 8,204 FOLLOWERS



City of Ekurhuleni

CITY OF EKURHULENI
@EMMInfo **FOLLOWS YOU**

This page is dedicated to communicate general information to our community. For service related queries, follow us @emm_call_centre or contact us 0860 543 000

Gauteng · ekurhuleni.gov.za

1,314 FOLLOWING 14K FOLLOWERS

Comparative Analysis Continued...

20 July 2015



City Power Jhb
38.9K Tweets

Report outages, faults & compliments to
citypower.mobi or COJ Call Centre 0860joburg
/ 0860562874
40 Heronmere Road, 2016 · citypower.co.za

1,308 FOLLOWING 109K FOLLOWERS

21 July 2016



@CityPowerJhb
@CityPowerJhb

City Power lights the way in Johannesburg. Report outages, faults & compliments to citypower.mobi or COJ Call Centre 0860joburg / 0860562874

40 Heronmere Road, 2016 · citypower.co.za

2,023 FOLLOWING 265K FOLLOWERS



Eskom Hld SOC Ltd
20.9K Tweets

Eskom generates, transmits and distributes
approximately 95% of the electricity used in
South Africa & approximately 45% of the
electricity used in Africa.
Gauteng, South African · eskom.co.za

1,027 FOLLOWING 95.2K FOLLOWERS



Eskom Hld SOC Ltd ✓
@Eskom_SA

Eskom generates, transmits and distributes approximately 95% of the electricity used in South Africa & approximately 45% of the electricity used in Africa.

Gauteng, South African · eskom.co.za

2,175 FOLLOWING 110K FOLLOWERS

Comparative Analysis Continued...

June 2015

46 600 Followers

21 July 2016



The screenshot shows the Twitter profile for Johannesburg Water. At the top left is the logo, which consists of a stylized blue 'JW' above the text 'Johannesburg Water'. To the right of the logo are two icons: a star in a square and a blue square with a white person icon. Below the logo, the name 'Johannesburg Water' is displayed, followed by the handle '@JHBWater'. The bio reads: 'Official Twitter account for Johannesburg Water ,CityofjoburgZA Water and Sanitation provider.' Below the bio, the location is listed as '17 Harrison Marshalltown' with a location pin icon, and the website is 'johannesburgwater.co.za' with a link icon. At the bottom, it shows '529 FOLLOWING' and '143K FOLLOWERS'.

Conclusion

- Instant nature of the world created a case in favour of innovative social media use
- Smart organisation: customer is at the heart of its operations
- Good customer experience drives revenue and can be achieved as follows (Cranswik):
 - Highest organisational level to recognise importance of putting customer first
 - Have the right strategy to execute on
 - Put the right resources to support the strategy
 - Consistency in business processes that support the strategy

‘The new source of power is not money in the hands of a few, but information in the hands of many’

Thank You!