

The Platform of the Possible Social Media in The Public Sector



May 2014

SELL. SERVICE. MARKET. SUCCEED.

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Social Media 101

What is it?



Why should I give a



???

Damage Control

Productivity

Communication

Demographics

Responsiveness

Service

Case Study – Atlanta Ice Storm 2014



What do you do when phones stop working?



1 Want to help those stuck in snow? You can use these spreadsheets, built by volunteers



By Alex Walsh | awalsh@al.com
Email the author | Follow on Twitter
on January 29, 2014 at 8:33 AM, updated January 30, 2014 at 8:25 AM

If you're available to help some of those folks who have been stranded by snow in and around Birmingham, you could take a look at [this link](#).

The link points to a publicly available Google spreadsheet with nearly hundreds of rows, each representing the story of a stranded person or family trying to get home from the weather.



Trey Edwards' current Facebook profile picture. Used with permission.

The page is an offshoot of a Facebook page, called "Stranded Motorists Help Jan 28, 2014." Trey Edwards, a Florence resident, created the Google doc after seeing an endless stream of updates on the social networking website.

"The volume was too high, anything being posted would disappear in seconds," Edwards explained through a Facebook chat.

The spreadsheets are populated using Google forms. To sign up as a rescuer, [click here](#). If you or someone you know is stranded, [use this form](#). And use this form to [offer shelter](#).

Sponsored By: Point University



Crowdsourcing Stranded Motorist Help



Case Study – San Diego Gas and Electric



SDG&E Power Outage – Background

- Affected the entire service area of SDG&E (3.5M People)
- Largest Outage in California History
- Resulted from a Maintenance activity by a worker in Arizona
- Power in SD was out in 11 Seconds--cascading failures

Social Media to the Rescue

- 14 minutes into the blackout, SDG&E sent out its first tweet
- 17 hours later, the utility company had sent out 110 tweets.
- Before the blackout, SDG&E only had approximately 2,000 followers on Twitter; after the blackout, it had 16,600.



Home > Industry > Trends, Reports & Analyses > Twitter Proves Vital in Big Blackout

TRENDS, REPORTS & ANALYSES



Twitter Proves Vital in Big Blackout

By Michael W. Kahn | ECT Staff Writer
Published: October 9th, 2012

"There's two times when the customer will be very interested in their utility experience: One is a high bill, and the other is an outage," Patrick Charles told a GridWeek 2012 panel.

Tweets



Kenley Neufeld @kenleyneufeld

8 Sep 11

@SDGE is doing a good job tweeting tonight; I hope @SoCalEdison is taking note. #SDOutage

Retweeted by SD Power Outage Info

Expand

← Reply ↻ Retweet ★ Favorite ... More



SD Power Outage Info @SDOutage

8 Sep 11

RT @SanDiegoCounty All San Diego County Public Schools are closed tomorrow. If your child attends private school check with school #SDOutage

Expand

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Crisis Mappers @CrisisMappers

8 Sep 11

Map: San Diego #Power Outages bit.ly/pSXAlv Reporting Links & more. #Outage also affecting #Mexico & Baja mt @SDGE #SanDiego

Retweeted by SD Power Outage Info

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FEMA @fema

8 Sep 11

Sep 8, #sdoutage: check on your neighbors, especially the elderly & those with kids. cc @readysandiego #blackout

Retweeted by SD Power Outage Info

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SDG&E @SDGE

8 Sep 11

To prepare for power restoration: Leave one light on so you'll know when the power is restored. #sdoutage

Retweeted by SD Power Outage Info

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SDG&E @SDGE

8 Sep 11

County office of Education says all county schools will be closed tomorrow. Open Monday. As will entire San Diego Unified Dist.

Retweeted by SD Power Outage Info

Expand

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SDG&E @SDGE

8 Sep 11

Power plants will come on 1st to stabilize electric grid. They then feed substations, then homes. This takes time. #sdoutage #outage

Retweeted by SD Power Outage Info

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Case Study: The Internet of Trashcans



The Internet of Trashcans

“I’m Full!”



Only one percent of what could be connected in cities/states is connected:

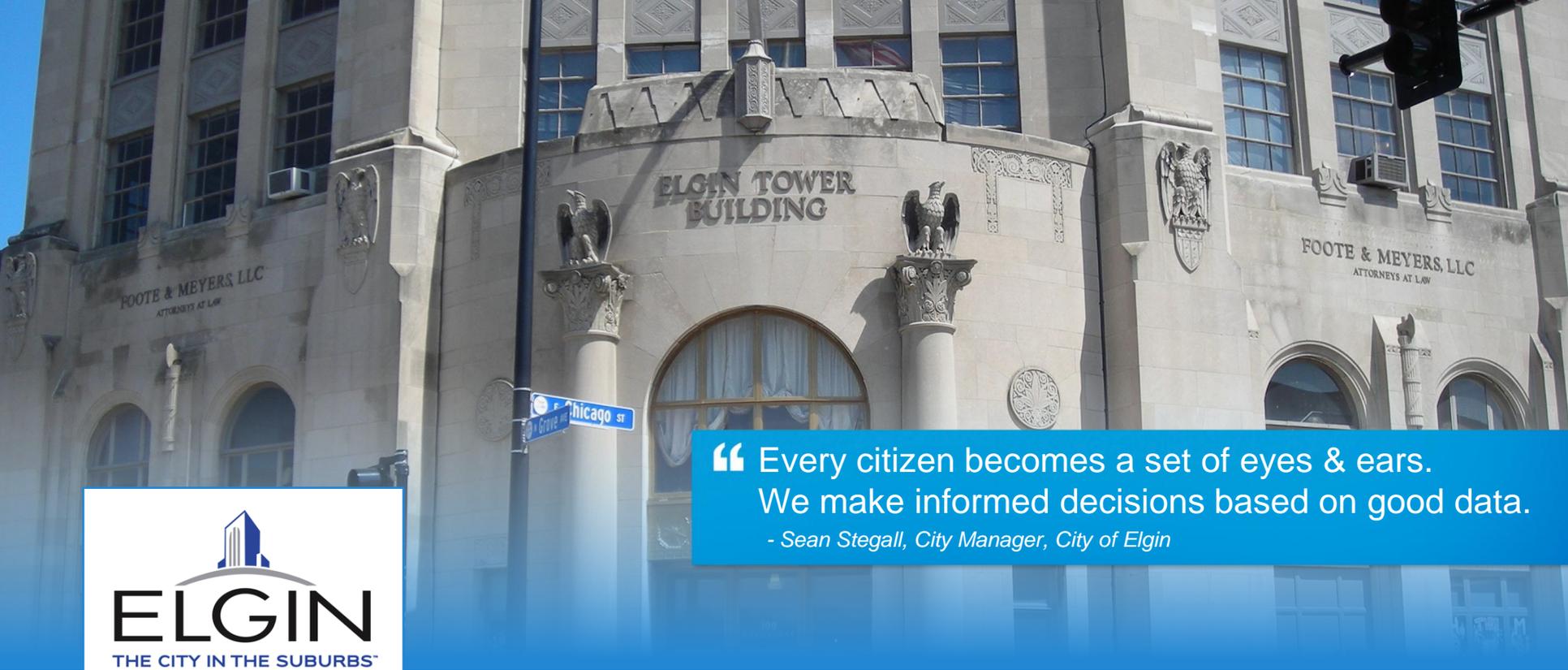
- smart meters
- parking meters
- water meters

Benefits for connecting trashcans:

- Traffic Patterns
- Energy Savings
- Demographic Information

Real Customer Examples





“ Every citizen becomes a set of eyes & ears.
We make informed decisions based on good data.
- Sean Stegall, City Manager, City of Elgin



Build a Social 311 Citizen Portal

Deploy a **one-stop citizen portal** for reporting issues & requesting services

Allow citizens to **log all cases over one channel** & browse self-service content

City employees in all departments **collaborate around unified data**

Provide live updates to the public **over every social media channel**



Collaboration Around Snow Command & Control

The screenshot shows a Salesforce Chatter group page for 'Snow Command', which is marked as 'Private'. The page features a navigation bar with options like Home, Chatter, Profile, Files, Contacts, Cases, Reports, Dashboards, Articles, and Article Management. The group's header includes a 'Post' button and a search bar for sharing content. The main content area displays several posts from group members, including Sean Stegall, Jim Bell, Daniel Rich, and Cyndy Fowler. A red box highlights the 'CITY OF ELGIN' member list, which includes a grid of profile pictures and a section for 'CUSTOMERS'. The right sidebar contains a 'Get Chatter Desktop' notification, a 'Members' list, and a 'Group Files' section with a list of uploaded documents.

Elgin 311 Citizen Call Center

- One-stop shop for non-emergency issues
- Citizens can report issues and receive status updates on issues using phone, text messages, email and social media



How KLM nails social customer care -- From Ash Cloud to Success



“The 2010 ash cloud was a turning point for KLM. This was the first time they received questions coming through Twitter, and decided this was a comms channel that should be expanded.”

Fast forward to April 2014 and KLM receives around **35,000 questions every week** on social media. 75% of these are on Facebook, with the other 25% predominantly on Twitter. That's a **250% increase YoY**.



“We make travel easier for our customers by engaging them through the social and mobile tools they already use.”

—Viktor van der Wijk
Director of Digital Marketing at Air France KLM
@ViktorvdWijk

The Latest Trends



NEX Nebraska Retail Outlet

<http://www.omaha.com/article/20131219/MONEY/131218749>

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Omaha.com

No platform fees. No data fees. No trade minimums.
Open a new account and get up to \$600. >

Ameritrade
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DailyDealOmaha.com 42° F HI: 44° LO: 13°

BAXTER CHRYSLER - JEEP - DODGE **2014 RAM 1500 QUAD CAB EXPRESS 4X4** ROLLOVER TO OPEN >>

PUBLISHED THURSDAY, DECEMBER 19, 2013 AT 12:01 AM / UPDATED AT 9:50 AM



KENT SIEVERS/THE WORLD-HERALD

At an iBeacons strategy session at Nebraska Crossing Outlets are, from left, Jason Barker of Salesforce.com, Daniel Newman, founder of Neximity, which is providing the iBeacons and their software; Brian Smith of OTB Destination, the mall's developer; and John Gifford, also with Salesforce.com.

Technology at Nebraska Crossing will help shoppers find bargains – and their cars

By [Janice Podsada](#) / World-Herald staff writer

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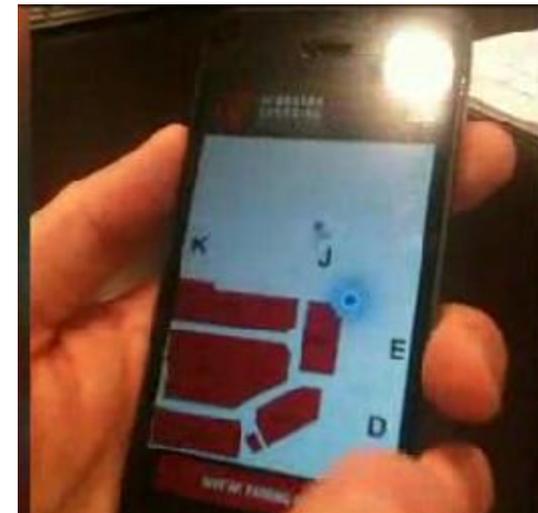
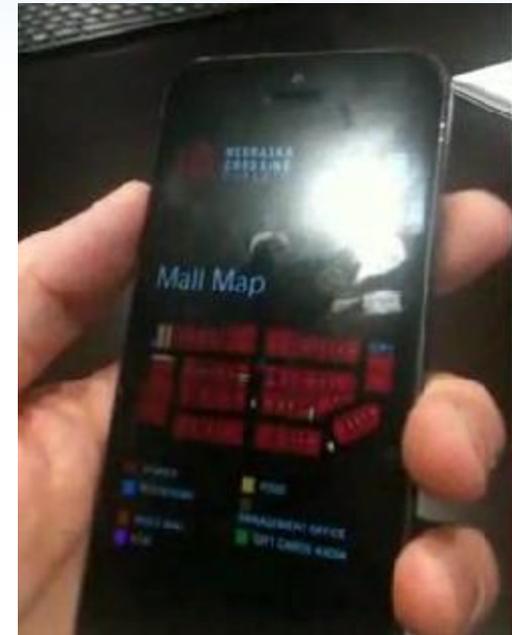
Kiewit ranks among Fortune's best companies to work for - 10:50 am

With smart homes, Google will have even more info at its fingertips - 9:23 am

Dairy Queen opens in Ashland - 9:25 am

North Omaha Walmart Supercenter cheered as a catalyst for development - 9:12 am

Nebraska Crossing Outlets stores, layout - 9:11 am



DDR Retail App – Flooding Incident in Parking Lot

The image displays two overlapping screenshots of the DDR Retail App interface. The top screenshot shows the 'LocationPicker' tool, which is used to map incident locations. It features a map of the Belgate Shopping Center with a 'LocationPicker' overlay showing a table of plotted locations:

Pin	Notes
A	Flood Damage #1
B	Flood Damage #2

The bottom screenshot shows the main incident detail page for IR-1351. The page includes a navigation menu, a search bar, and a 'Quick Links' section. The 'Incident Detail' section provides the following information:

- Incident Information:**
 - Incident ID: IR-1351
 - Incident Search Name: 21100 11/15/2013 IR-1351
 - Incident Status: Pending
 - Supporting Documentation: View | Delete
 - Litigation Supporting Documentation
 - Property: BELGATE SHOPPING CENTER - 21100
- Owner:** Christopher Stant
- Record Type:** DDR Property Incident Report (Global)
- Date/Time of Loss:** 11/15/2013 1:41 PM
- Date Reported:** 11/15/2013 1:41 PM
- How Reported:** Incident Report

The interface also includes a sidebar with navigation options like 'Center Services Questionnaire', 'Dry Cleaner Loss Control', and 'Inspection'. The bottom screenshot shows the 'Incident Locations' map and a 'Map Change Locations' button.

Connected Transportation

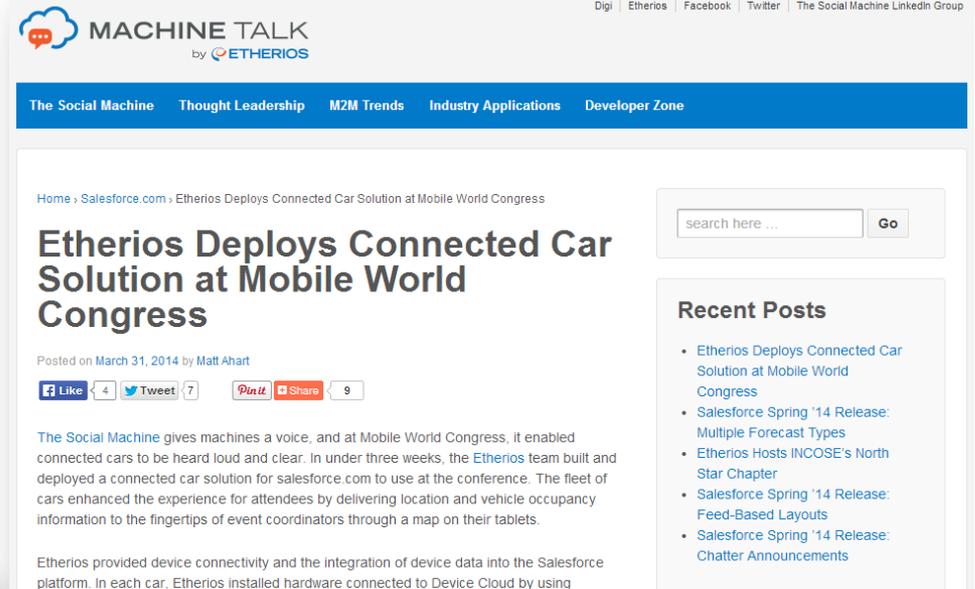


<http://machinetalk.etherios.com/tsm/driving-connected-shuttles-into-the-dreamforce-mobile-app/>

Connected Car – Mobile World Congress

<http://machinetalk.etherios.com/salesforce-com/etherios-deploys-connected-car-solution-at-mobile-world-congress/>

<http://www.youtube.com/watch?v=3oixUQvwF4o>



The screenshot shows a blog post from 'MACHINE TALK by ETHERIOS'. The page has a blue header with navigation links: 'The Social Machine', 'Thought Leadership', 'M2M Trends', 'Industry Applications', and 'Developer Zone'. The main content area features the article title 'Etherios Deploys Connected Car Solution at Mobile World Congress' and a sub-header 'Posted on March 31, 2014 by Matt Ahart'. Below the title are social media sharing buttons for Like (4), Tweet (7), and Share (9). The article text describes how Etherios provided device connectivity and integration of device data into the Salesforce platform for a fleet of connected cars at the Mobile World Congress. A search bar and a 'Recent Posts' sidebar are also visible on the right side of the page.

Home » Salesforce.com » Etherios Deploys Connected Car Solution at Mobile World Congress

Etherios Deploys Connected Car Solution at Mobile World Congress

Posted on March 31, 2014 by Matt Ahart

Like 4 Tweet 7 Share 9

The Social Machine gives machines a voice, and at Mobile World Congress, it enabled connected cars to be heard loud and clear. In under three weeks, the Etherios team built and deployed a connected car solution for salesforce.com to use at the conference. The fleet of cars enhanced the experience for attendees by delivering location and vehicle occupancy information to the fingertips of event coordinators through a map on their tablets.

Etherios provided device connectivity and the integration of device data into the Salesforce platform. In each car, Etherios installed hardware connected to Device Cloud by using

search here ... Go

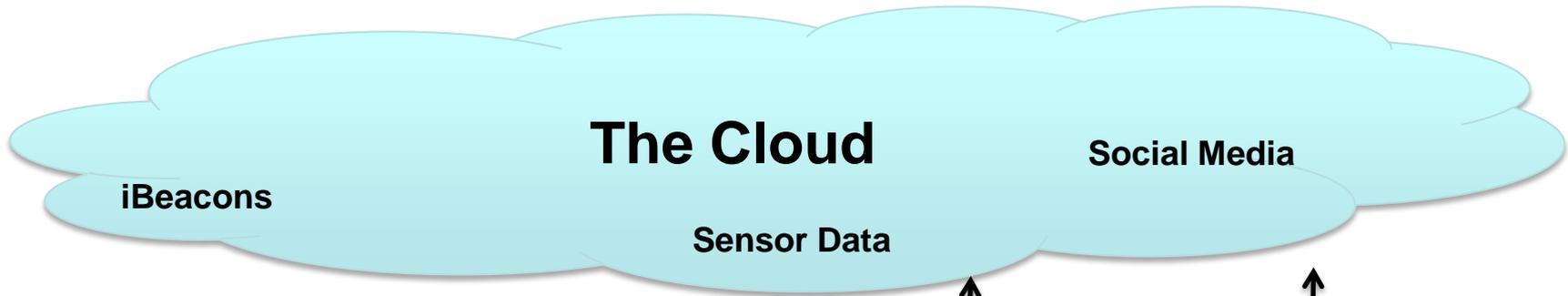
Recent Posts

- Etherios Deploys Connected Car Solution at Mobile World Congress
- Salesforce Spring '14 Release: Multiple Forecast Types
- Etherios Hosts INCOSE's North Star Chapter
- Salesforce Spring '14 Release: Feed-Based Layouts
- Salesforce Spring '14 Release: Chatter Announcements



Next Generation – Geo-based Object Awareness Help Everywhere





Customer encounters problem



Passer-by or customer Snaps Picture of problem

Customer receives confirmation of open case.

Scans photo, text to assign severity

Emergency personnel are notified, any partners notified.



Case is opened, Photo is attached With Location



Customer is notified of their expected resolution time



Customer Receives update



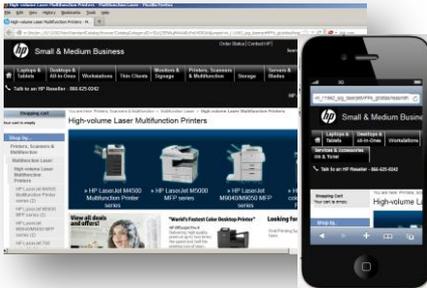
GPS and Photo-identification, surroundings assessment, tracking

← Social Trust Profile Layer →

Pushing Help to the Citizen, In-Context, Everywhere they need it

“I need information”

“This looks interesting, I need help getting info. I have questions”



At the Website



- Call, chat, email an expert
- Like us on Facebook
- Search for answers in KB
- Look at a document

“Now I’m Having a Problem!”

“There’s a sink-hole on my street”



In Facebook



- Call, chat with an expert
- Mayday Video Button
- Cobrowse a website
- Get Emergency Information



Food for thought for Georgia: Possible Areas

- Dept. of Revenue
- Wildlife
- Motor Vehicle
- Public Safety
- Corrections
- Legislature
- Dept. of Labor
- Secretary of State
- Administrative Office of the Courts
- Dept. of Justice

Food for thought

- Social Media Command Center
 - Consolidated State View
- Job Finding
- Small Business Support
- Tax Information
- Connected Transportation
- Departmentalized Smartphone Apps



Getting Your Tax Refund

Collecting or Paying Child Support

Finding a Job

Applying for Food Stamps

Applying for Medicaid

Applying for a Business License

Downloading Georgia Forms

A network diagram consisting of numerous white dots connected by thin white lines, set against a blue background. The dots are arranged in a way that suggests a complex, interconnected system, with some clusters and some isolated nodes.

Thank you



SELL. SERVICE. MARKET. SUCCEED.

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