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*Unleash Your Employees, Energize Your Customers,  
and Transform Your Business*

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Your customers have more power than ever. In the US, over 80 % of people consumer or produce social content online. Add smart mobile devices, cheap video production, and a “cloud” of always-available information, and your customers know more than you do.

You can take advantage of this in two steps. First you need to put in place a marketing and customer service strategy that makes taps the power of your customers as a channel. And second, organize your company so your people can face up to those customers with technology solutions.

### Tapping Your Customers As A Channel

Every year, consumers generate 500 billion impressions on one another in social environments. To tap this persuasive channel, you'll need to follow four steps. Remember the acronym IDEA.

- **I: Identify Mass Influencers.** Less than 20 % of the people generate 80 % of the influence. Who are the influencers in your market? Analyze your customers and pay closer attention to the mass influencers – they determine the messages your market hears.
- **D: Deliver Groundswell Customer Service.** Customer service isn't just a cost center; not when one unhappy customer can reach a million others with a video or a tweet. Groundswell customer service means listening to and responding to customers in social channels.
- **E: Empower with Mobile Information.** Mobile customers and smart owners have far greater influence than average consumers. Surround your customers with the mobile information they need right now, and you'll delight them and turn them into word-of-mouth broadcasters.
- **A: Amplify Fan Activity.** Find the people who love your company – they're out there! Make it easy for them to spread the word. Find ways to spread their opinions more broadly.

### Supporting the HEROes in Your Company

HEROes are highly empowered and resourceful operatives – the individuals whose customer-facing innovations make your company more nimble and effective. Only HEROes can react at the speed of empowered customers. To make your company HERO-friendly:

- **Give staff access to technology.** Unless they can use mobile devices and social sites freely, they'll never have the skills to innovate with these technologies to serve customers.
- **Show HEROes you support them.** IT and management staff must embrace and highlight HEROes' efforts, and provide support to develop their ideas safely.
- **Embrace collaboration and innovation systems.** HEROes need tools to collaborate. Wikis, internal blogs, communities, and innovation management systems all can help.
- **Use councils to spread best practices.** As HERO innovations spread, councils can help people learn from one another rather than creating a chaotic free-for-all.

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