Dell’s vision is to embed social media into the fabric of our company. Since we’re affected by it every day, we recognize the huge opportunity to have members from each part of our business listening and engaging with our customers, not only to improve relationships, but to solve problems and gain insight for future activities.

Being active in the social media space for many years, we’ve seen our fair share of successes, as well as struggles. It’s through these experiences, we have the ability to share our knowledge and offer a significant value to customers who may be earlier in their journey. Our vision is to effectively engage our customers in leveraging this knowledge so that they can begin and/or accelerate their own initiatives.

The following are examples of why others are turning to Dell for social media assistance:

- Dell received the ITSMA Diamond Award for Marketing Excellence in the category of Marketing with Social and Interactive Media. From ITSMA
- Dell is a leading social media networking business and was recently ranked as the #No. 1 Social Brand in the SB100.
- Dell’s social media efforts have received several recognitions, including: the CeBIT Award for Innovation; the PRNews Digital PR Listening Campaign Award; Forrester’s Groundswell B2B Award for Energizing SMB Influencers; and the Customer Service Team of the Year for Computer Hardware and Services, which was given by the Stevie Awards.

To help you achieve the social media results that you desire and need, we’ve developed customized, turn-key services based on our own experiences. They’re designed to help you understand the potential of social media, make informed decisions, lay the path for success and capture the value.
Dell Social Media Services

Dell provides a complete set of consulting, listening and reporting services for enhancing customer experience through social media. These offers include:

### Best practices seminars

These interactive sessions allow you to experience social media best practices, as well as exercises for application within your own corporate culture. Topics include: social media for the executive, the roles of social media listening and use of its data, experience a day in the listening command center, developing a social media training roadmap and create a social media training course.

These are great if you want to learn from our journey to speed up your own learning curve.

### Advisory services

This offer will provide customers a rigorous assessment of their current social media activities and provide them a recommendation to improve their current social media efforts, build a future state roadmap and provide further insight around integrating social media throughout their enterprise.

This is ideal if you need help developing a social media roadmap for your corporate goals and initiatives.

### Listening and insights service

This offer will monitor conversations on your brand, products or interests to provide business/market intelligence for further understanding of your own customers’ wants and needs. Profiles will be customized and regular reports will be provided so you can make more informed business decisions. We’ll also provide analysis and insights of the reports for activity recommendations.

This is helpful if you need a deeper understanding of your brand’s current value, which can be used for garnering support.

### Listening command center build-outs

This offer provides, from inception to completion, expertise on the creation of your own Listening Command Center. It includes consultation on a variety of topics from the design of the physical space and screens to implementation of key processes to run the center, as well as recommendations on skill sets, training and resources necessary for its effective operation.

This is great if you’re further along in your social media efforts and you need help scaling to various groups within your company.

If you have any questions or would like more information on any of these social media services, contact your Dell representative or email SMServices@Dell.com.