

ART

SCIENCE

EMOTION  
CREATION  
STORYTELLING  
EXPERIENCE  
IMAGINATION

DESIGN  
LEARNING  
CRAFT  
ANTICIPATION  
SCALE

MEASUREMENT  
PREDICTION  
SIMULATION  
GENERATION  
ITERATION

# The Science of Measurement beyond Clicks and Likes

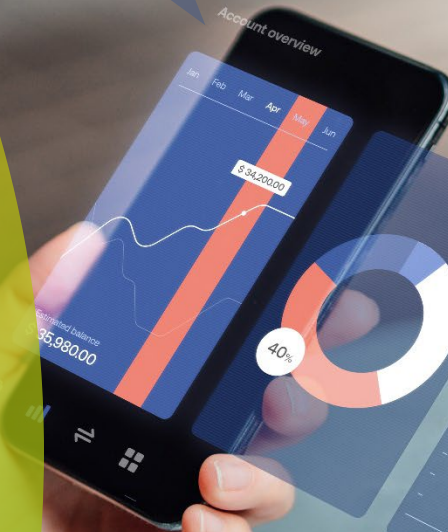
Jan Stoetzel ,  
Head of Global Customer Advocacy  
Programs at Fujitsu

FUJITSU

10

6

32



**Doesn't work  
for me.**



# Content

The Big Picture

The Challenges and Limitations

Metrics beyond Clicks and Likes

Practical Examples

*centrica*



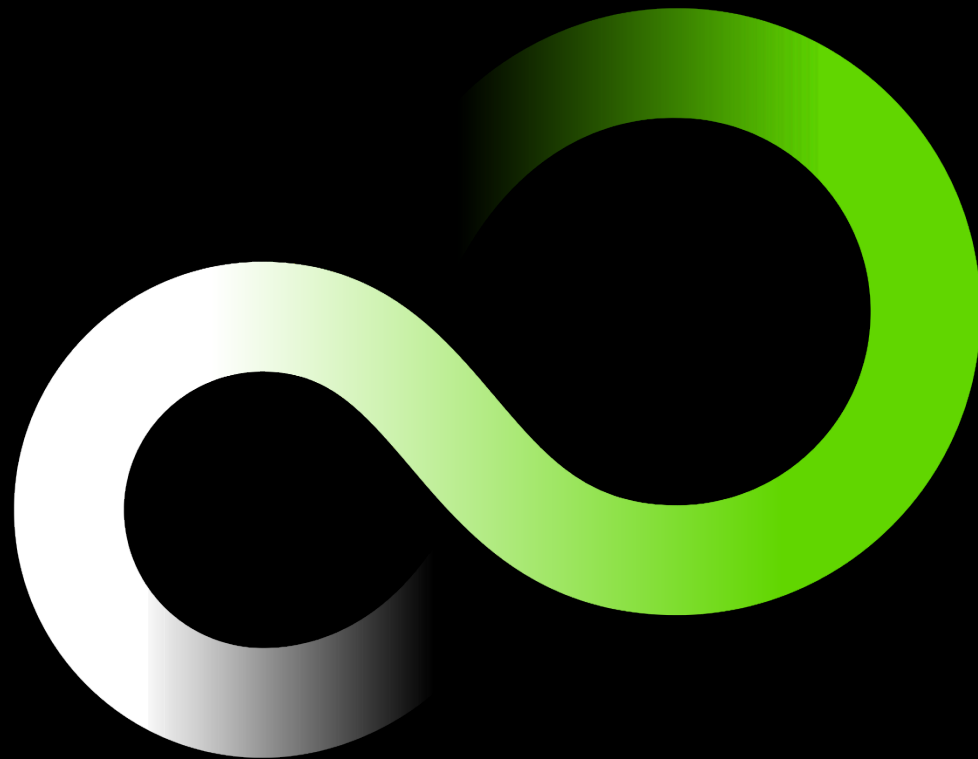
bancott

tex.tracer

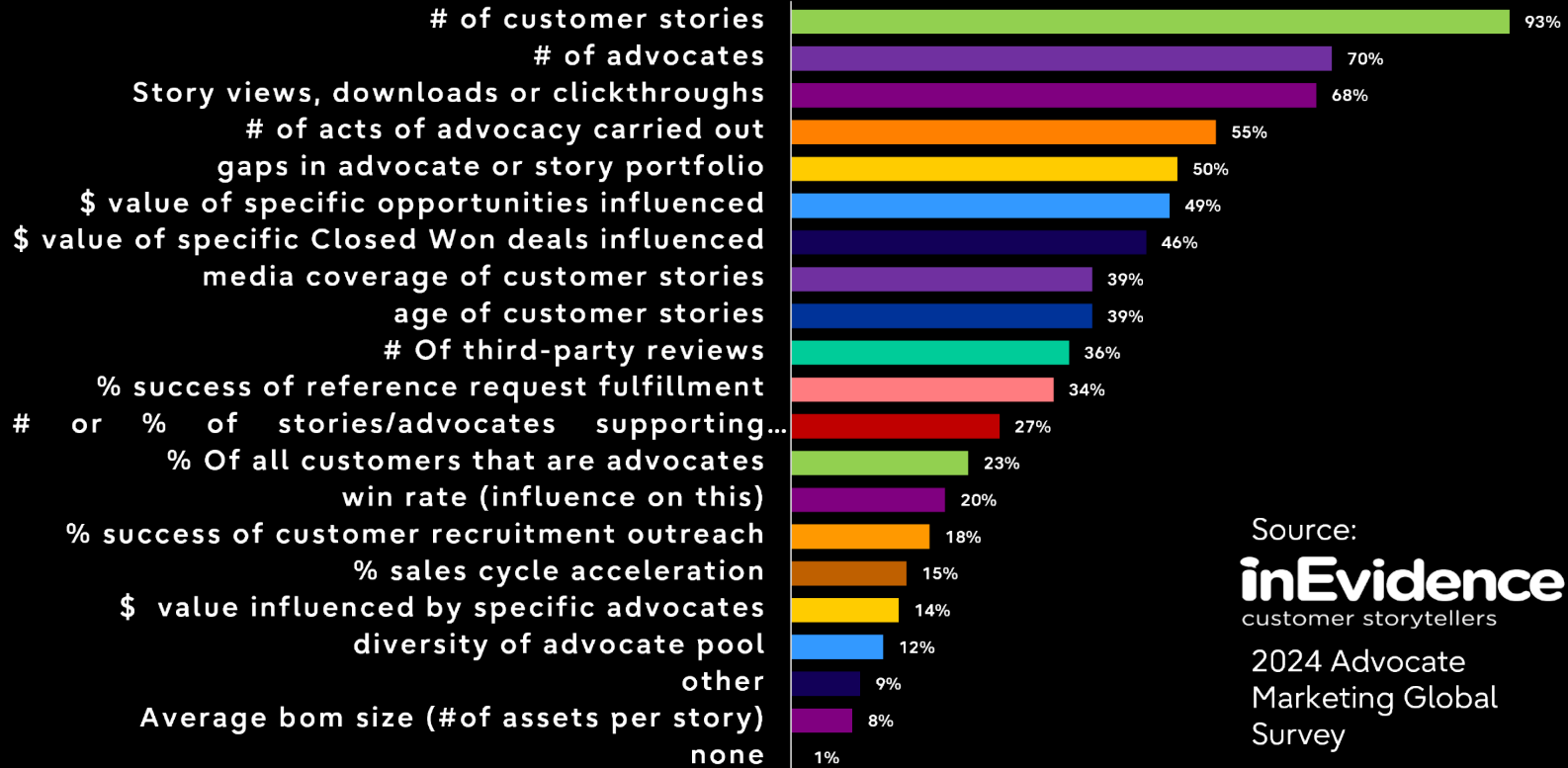


Conclusion

# The Big Picture

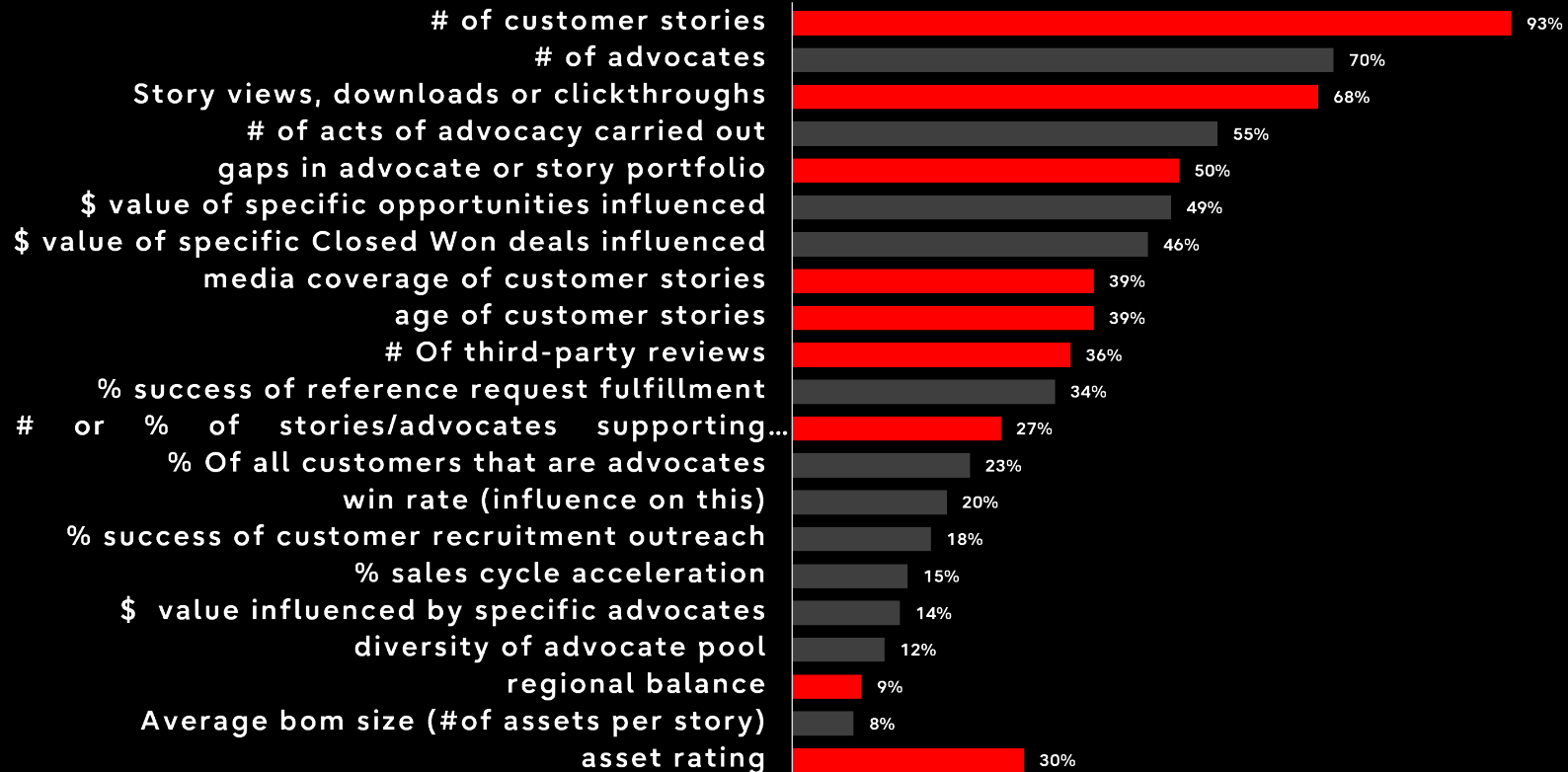


# Measured content



Source:  
**inEvidence**  
 customer storytellers  
 2024 Advocate  
 Marketing Global  
 Survey

# Measured content by Fujitsu



# Market Benchmark



**Atos Strengths**  
Customer stories directly on homepage (no clicks necessary)

**Weaknesses**  
Only four customer stories on YouTube (3)  
No share buttons (1)

**Highlighting stand-out stories on homepage**

Spotlighting top tier customer stories on the homepage to leave a good first impression.

Case studies

The bar diagram shows which of the vendors have the presented feature included (green) and which do not (red)

6/15

9/15

© Fujitsu 2024

## Comparison table 1/2

Vendor	Design	Content		Usability			Total score	Result compared to 2022
	Page layout	Up to date	Asset volume	Search	Contacts	Shareability		
accenture	★★☆	★★★	★★☆	★★☆	★★☆	★★☆	13 / 18	↓
Atos	★★☆	N/A	★★☆	★★☆	★★☆	★★☆	9 / 18	↓
aws	★★☆	★★★	★★★	★★★	★★★	★★★	15 / 18	Same
Capgemini	★★☆	★★★	★★★	★★☆	★★☆	★★☆	12 / 18	New
cognizant	★★☆	★★☆	★★☆	★★☆	★★☆	★★★	12 / 18	New
FUJITSU	★★★	★★★	★★☆	★★☆	★★☆	★★☆	11 / 18	Same
Horizon Priced Enterprise	★★☆	★★★	★★☆	★★☆	★★☆	★★★	12 / 18	↓
IBM	★★☆	★★★	★★★	★★★	★★☆	★★☆	14 / 18	↓
NTT DATA	★★☆	N/A	★★☆	★★☆	★★☆	★★☆	9 / 18	↓
tcs	★★★	★★★	★★★	★★☆	★★★	★★★	15 / 18	↑
wipro	★★☆	N/A	N/A	N/A	★★☆	★★★	4 / 18	↓
Palantir	★★★	N/A	★★☆	N/A	★★☆	N/A	6 / 18	New
FUJITSU-RESTRICTED							33	© Fujitsu 2024



# Comparison table 1/2

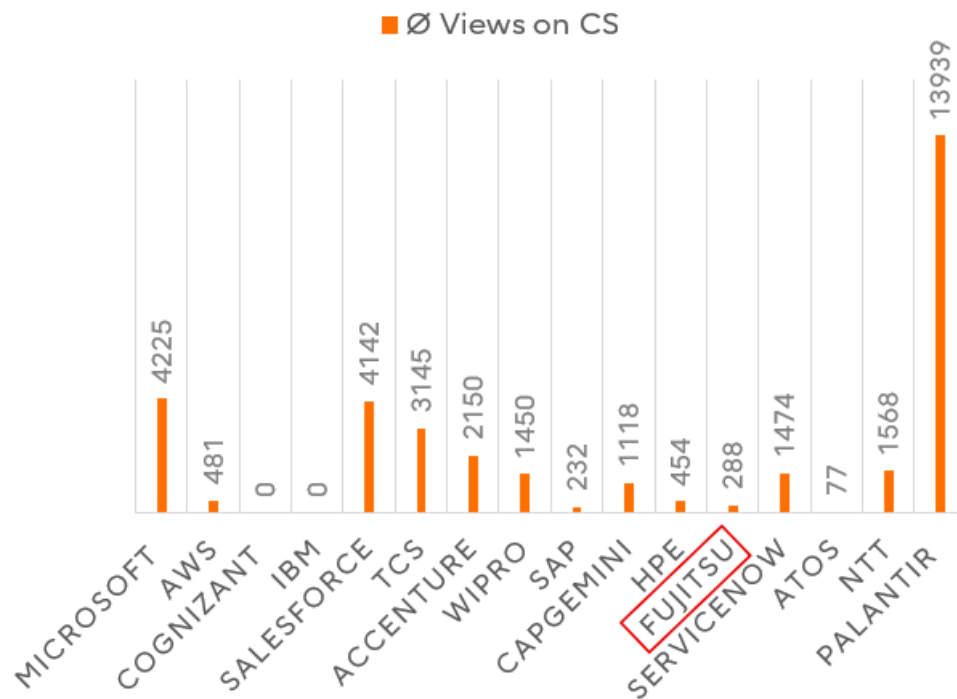
Vendor	Design	Content		Usability			Total score	Result compared to 2022
	Page layout	Up to date	Asset volume	Search	Contacts	Shareability		
accenture	★★☆	★★★	★★☆	★★☆	★★☆	★★☆	13 / 18	↓
Atos	★★☆	N/A	★★☆	★★☆	★★☆	★★☆	9 / 18	↓
aws	★★☆	★★★	★★★	★★★	★★☆	★★☆	15 / 18	Same
Capgemini	★☆☆	★★★	★★☆	★★☆	★★☆	★★☆	12 / 18	New
cognizant	★★☆	★☆☆	★★☆	★★☆	★★☆	★★★	12 / 18	New
FUJITSU	★★★	★★★	★★☆	★★☆	★★☆	★★☆	11 / 18	Same
Hewlett Packard Enterprise	★★☆	★★★	★★☆	★★☆	★★☆	★★★	12 / 18	↓
IBM	★★☆	★★★	★★★	★★★	★★☆	★★☆	14 / 18	↓
NTT DATA	★★☆	N/A	★★☆	★★☆	★★☆	★★☆	9 / 18	↓
TCS TATA CONSULTANCY SERVICES	★★★	★★★	★★★	★★☆	★★★	★★☆	15 / 18	↑
wipro	★☆☆	N/A	N/A	N/A	★★☆	★★☆	4 / 18	↓
Palantir	★★★	N/A	★★☆	N/A	★★☆	N/A	6 / 18	New



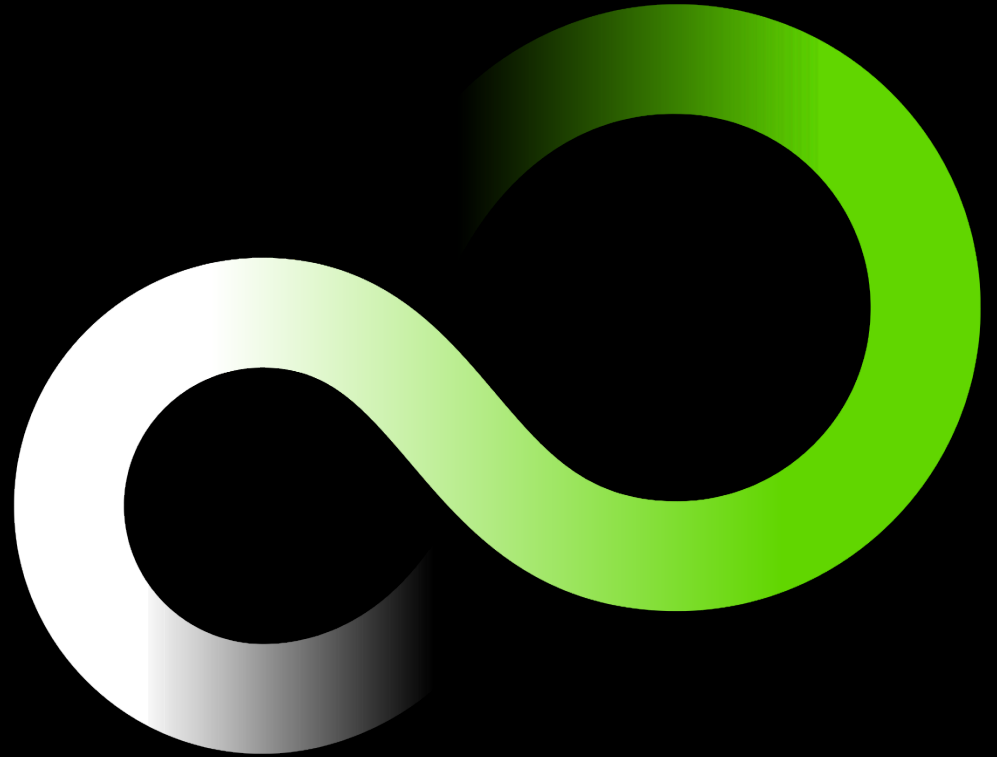
# Social media stats - YouTube

Vendor	Total views	Subscriber count
aws	339.058.367	725.000
salesforce	184.498.934	813.000
Microsoft	153.138.093	595.000
IBM	51.078.738	330.000
SAP	48.977.394	106.000
Capgemini	40.034.887	58.800
TCS TATA CONSULTANCY SERVICES	19.936.755	90.800
accenture	13.000.000	74.000
NTT DATA	6.400.825	5.550
FUJITSU	<b>4.685.704</b>	<b>15.400</b>
cognizant	3.834.655	35.600
Hewlett Packard Enterprise	3.787.886	59.100
servicenow	2.869.178	36.200
Atos	815.000	8.290
wipro	577.866	27.400
Palantir	6.412.768	70.500

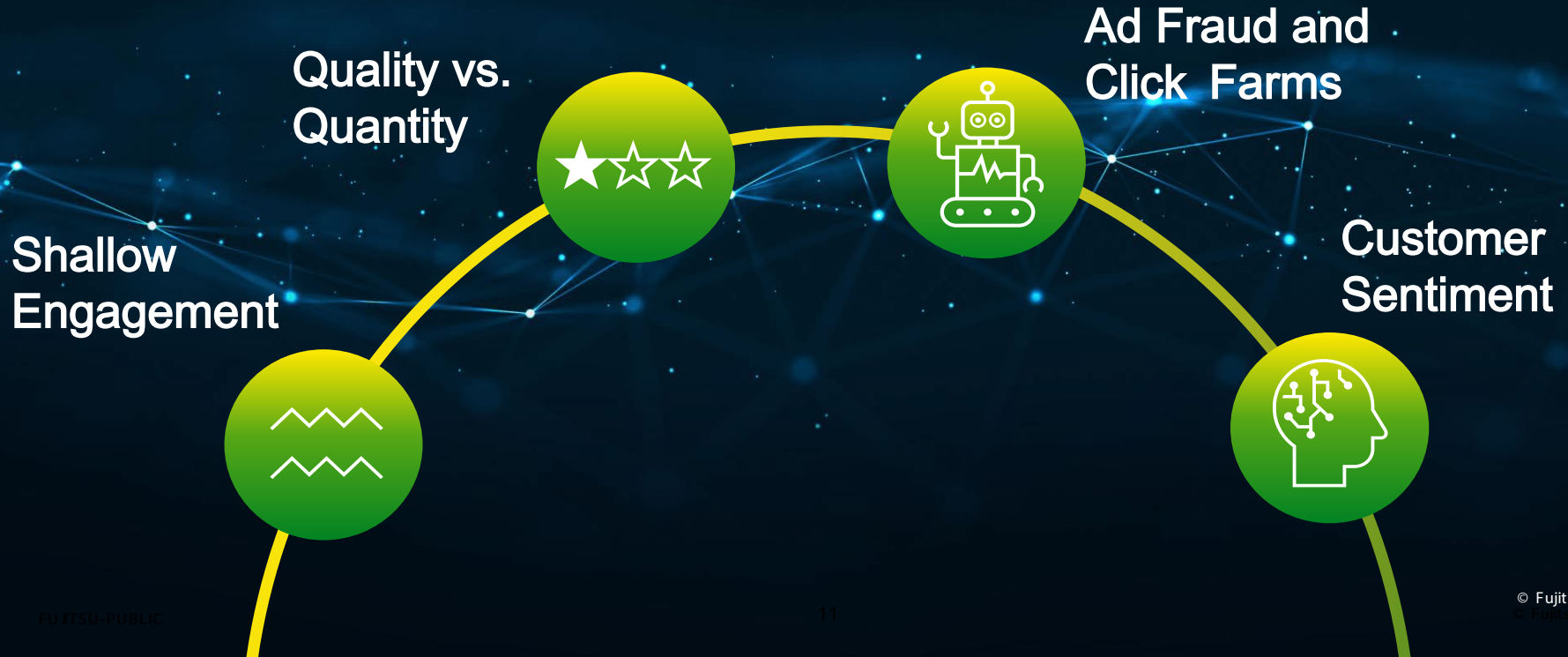
## Ø VIEWS ON CS



# The Challenges and Limitations of Measuring Advocate Marketing Success



# Why clicks and likes are insufficient for measuring marketing effectiveness.

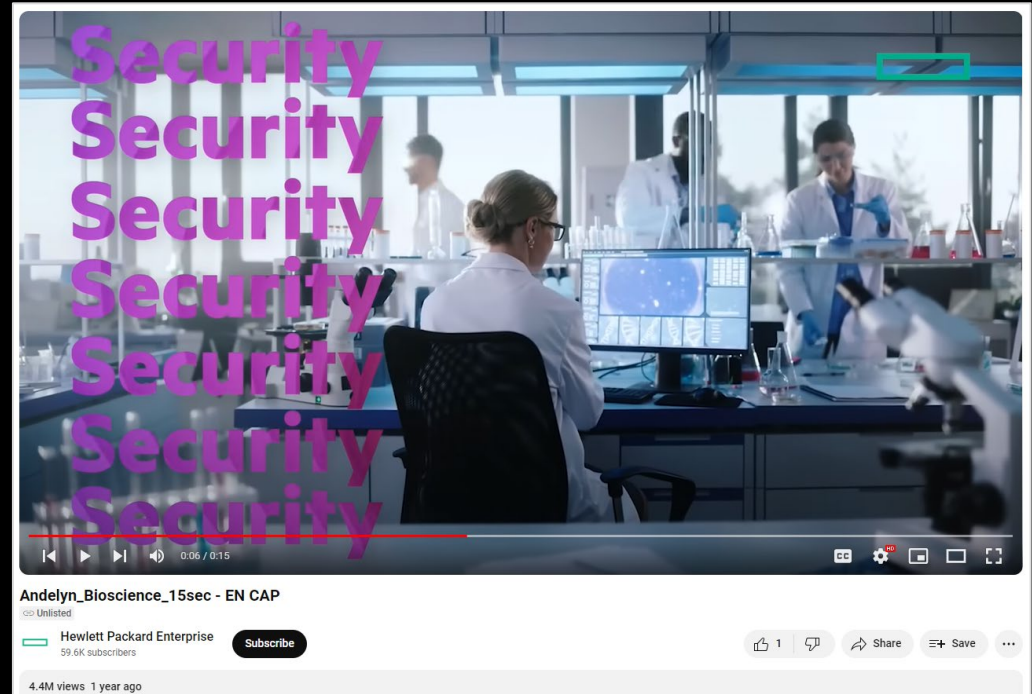


# Clicks and Likes on YouTube

High YouTube view counts with low engagement may result from **automated bot views** or the impact of **paid promotions**, where the number of views may not align with genuine viewer interaction (likes or comments).

## Other examples :

- Trinchero Estates (HPE): 338k views | 0 likes, 0 comments
- European retailer Kingfisher (TCS): 563k views | 15 likes, comments turned off



Despite amazing 4.4M views, this 15-second HPE video raises questions with only **one like**, and **one comment**.

# Challenges of Measuring Advocate Marketing Success

## Challenge #1

### Subjectivity of Advocacy :

Challenge in quantifying the impact of subjective experiences and sentiments associated with advocacy.

## Challenge #2

### Attribution Complexity :

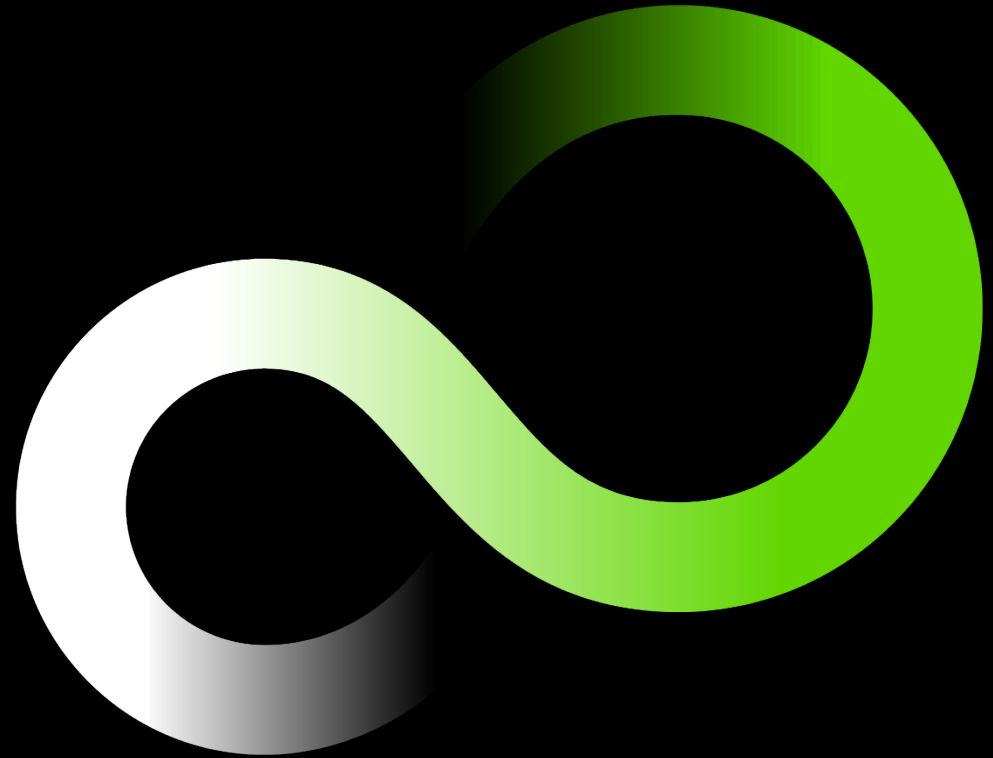
Difficulty in directly attributing advocate efforts to specific outcomes, given the multifaceted nature of customer journeys.

## Challenge #3

### Diverse Advocacy Channels:

Tracking and measuring advocacy across various platforms and communication channels pose challenges for consistent evaluation.

# Key Metrics beyond Clicks and Likes





# Deeper Metrics



## Customer Lifetime Value

Measures the **total value** a business can expect from a single customer.



## Net Promoter Score (NPS)

Measures customer **loyalty and satisfaction**.



## Social Engagement and Sentiment Analysis

Analyze the **emotional tone** and **quality** of customer feedback.

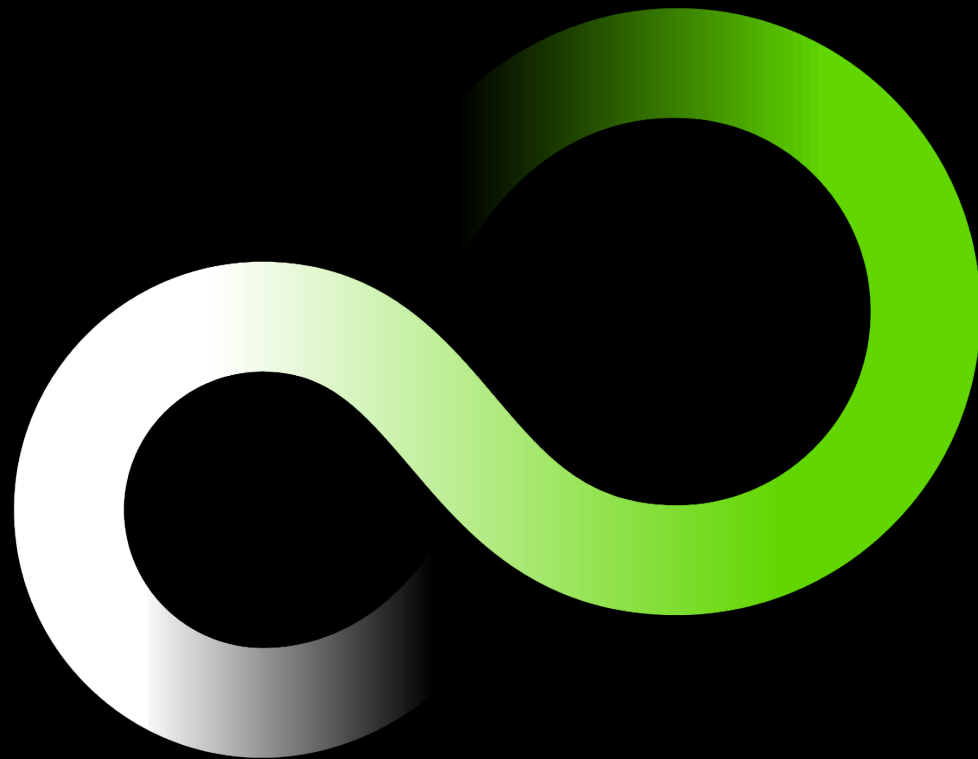


## Attribution Models

Implement multi-touch attribution models to **attribute conversions** and **sales** to specific marketing touchpoints.



# Practical Examples



# *centrica*

- Fujitsu helped to rebuild Centrica's ServiceNow platform as their former one had become complicated by years of customization.
- 
- Centrica & Fujitsu won the National Technology Award for Group User experience 2023.



- Fujitsu provides sensors to measure the thickness of ice as well as environmental factors to reduce the energy consumption of the Arena.





FUJITSU



# bancoctt

- Fujitsu helped Banco CTT to manage rising customer numbers with the same level of service by automating and standardizing processes while preventing costs from escalating.

Banco CTT  
43,746 followers  
3yr • Edited • 🌐



Melhorar o atendimento ao cliente é um pilar crítico para a indústria financeira e para o Banco CTT. Com este desafio em mente adotámos a plataforma Service Now, numa parceria com a [Fujitsu Portugal](#). [Nuno Fórneas](#), CIO do Banco, e [Nuno Gama](#), Diretor de IT do Banco, deixam-nos o seu testemunho sobre esta parceria, os seus benefícios e objetivos futuros.

[#bctt](#) [#bancoctt](#) [#ServiceNow](#) [#Fujitsu](#) [#transformacaodigital](#) [#tecnologia](#) [#atendimentoaocliente](#) [#TechOps](#) [#digitaltechnology](#) [#digitaltransformation](#) [#customerservice](#) [#workflow](#)

[See translation](#)



186

2 comments • 33 reposts



MORE CLIENTS, A BETTER SERVICE

---

# Camp Quality



- Fujitsu and Camp Quality developed a more interactive Kids' Guide to Cancer App to better engage children facing cancer during the COVID-19 pandemic.


- 
- Winner of Diversity Award at ISG Paragon Awards ANZ 2023
  - Winner for Best Not-for-Profit Project in 2023 itNews Benchmark Awards










# LEARNING LIBRARY

 What is Cancer?

 Types of Cancer

 Medicines

 People Who Help



# tex.tracer

- Fujitsu helped tex.tracer to bring transparency to the fashion supply chain by developing Blockchain deployments and managing services.
- 
- Using Fujitsu's Case Study video, tex.tracer made it to the **Finale** of the **AFAS Young Business Award Show.**

transparency platform  
for the fashion industry



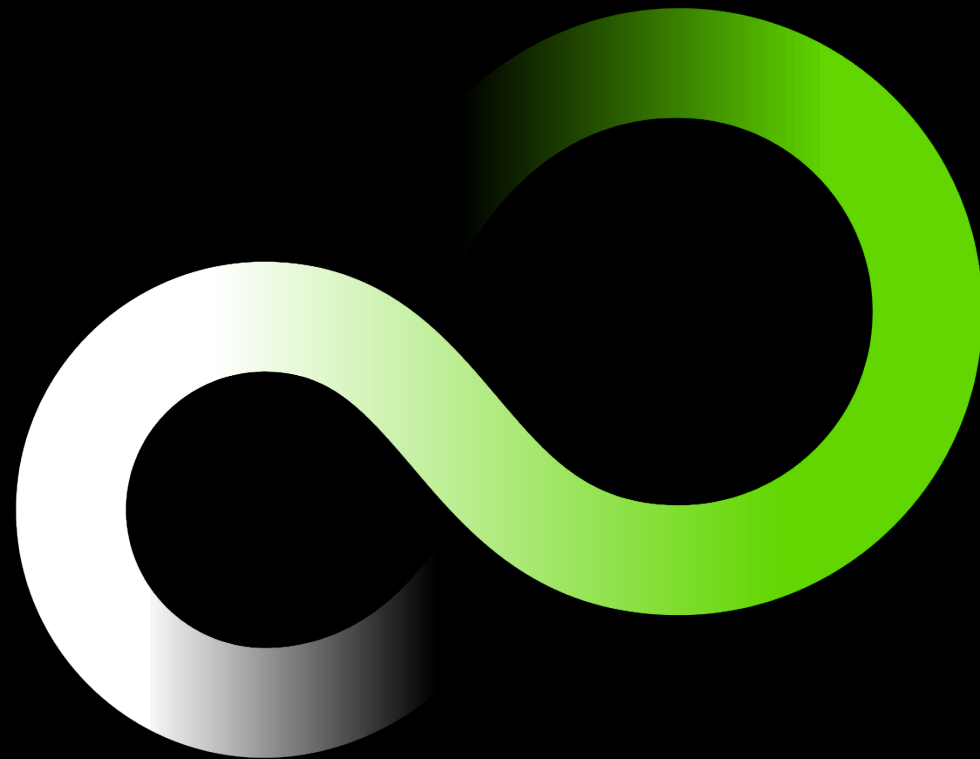
tex.tracer is a transparency platform  
specifically built for the fashion industry

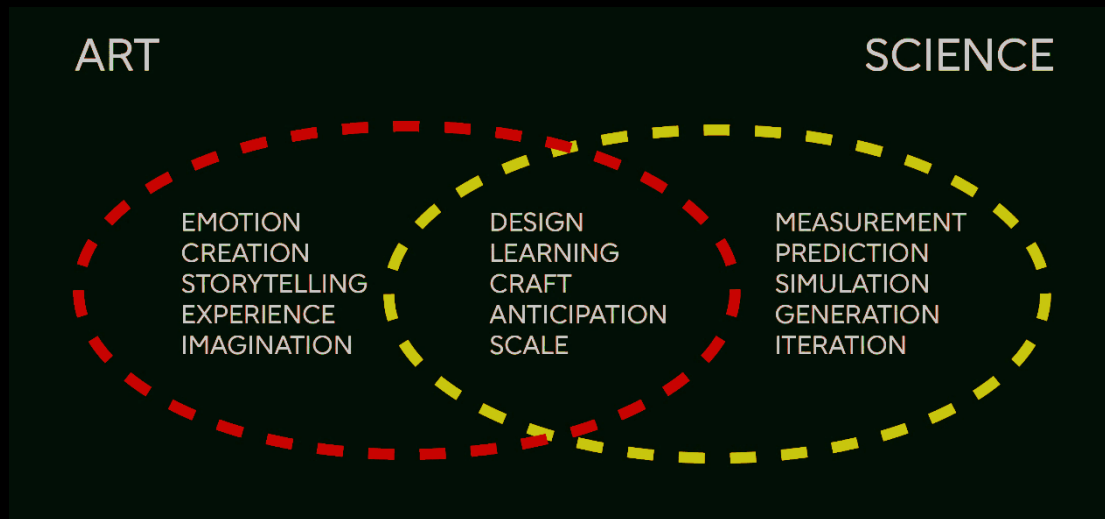
FUJITSU



**AFAS**  
**YOUNG  
BUSINESS  
AWARD**

Conclusion





”

**If the Science doesn't work, there is still the Art!**

- Jan Stoetzel