

Setting the Bar for Social Engagement

How Zebra Technologies Leveraged Oracle Social Cloud and Customer Success Business Advisory Services to Increase Engagement by Over 100%



Zebra Technologies is an innovator at the edge of the enterprise with solutions and partners that enable businesses to gain a performance edge, so it's no surprise that its leaders are ultra-savvy about social marketing. As a global company, *how* Zebra communicates is as important as *what* it communicates, which is why the company hired seasoned social media expert Sally-Anne Schmick to develop and grow its social media strategy in existing and emerging social and mobile channels worldwide.



Sally-Anne Schmick
Manager, Global Social Media Strategy

A Challenge from the Top

When Sally-Anne first joined Zebra in 2015, she was presented with an ambitious challenge: elevate the company as an industry leader for social marketing. Sally-Anne knew she needed the right enterprise-level social media tools to meet that challenge and, because Zebra was already using Eloqua for marketing automation, it made sense for her to reach out to Oracle.

The Solution: Oracle Social Cloud with Oracle Customer Success Business Advisory Services

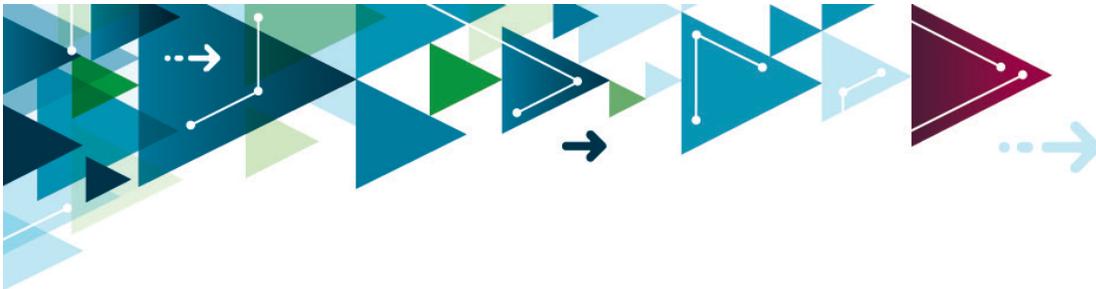
Sally-Anne's biggest challenge was that she needed immediate and total visibility into global social media activity, and Oracle Social Cloud made that possible. More importantly, she needed a strong ally to help implement the tools and ensure maximum adoption across the business. Luckily, Oracle had a solution for that too—Oracle Senior Social Customer Success Manager (CSM), Jim Wolfe.

"When I joined Zebra, our social marketing was a bit siloed. The company had just closed on the acquisition of Motorola Solutions' Enterprise Business, and we had inherited a myriad of social media accounts run by various stakeholders," says Sally-Anne.

"We were at a tipping point and needed to centralize through one tool to get better visibility into all of our activities. Oracle Customer Success Business Advisory Services and our CSM were with me every step of the way."

With her CSM's help, Sally-Anne quickly became a power-user of Oracle Social Cloud tools including Publish, Engage, Listen, and Workflow & Automation. Together these tools bring clarity to the flood of information and interactions her team is responsible for monitoring every day.

"The Oracle Social Cloud interface is gorgeous and easy-to-use," says Sally-Anne. "I recently had an intern start working with us and, even though she only had experience using free content publishing tools, she was able to start publishing content through our enterprise system right away."



Oracle Customer Success as an Extension of the Zebra Team

Having the right tools was only half of the solution for Sally-Anne. She still faced the daunting challenges of managing change and ensuring General Data Protection Regulation (GDPR) compliance across Zebra's social media accounts. She needed strategies for streamlining visibility, optimizing workflow, and managing access all while generating enthusiasm among regional marketers to encourage them to use Oracle Social Cloud. Once again, she worked closely with her CSM to implement teamwork, effective planning, guidance and training. And she relied on him to tackle other issues as they arose.

"Jim was essentially my wingman and made valuable connections with key players both inside and outside of Oracle to make sure I was successful," says Sally-Anne. "To ensure any technical issues were quickly resolved, he established an ongoing connection inside the product development team. And when we needed help with account access configurations, he connected me with other enterprise organizations that

already had similar policies in place. Last year, we went through a GDPR compliance review, and Jim was there to track down the information we needed to complete the assessment. If I was using Oracle Social Cloud without the support of Customer Success Business Advisory Services and my CSM, I would not get the same results."

Sally-Anne notes that Jim knows the product so well, he has onboarded new Zebra employees as far away as Korea with no need for follow-up. But it is his personal commitment to her that she appreciates the most. In fact, when her dog needed surgery and she was unable to attend a Quarterly Business Review, Jim flew to her.

"Our CSM is the #1 reason that we're committed to Oracle Social Cloud," says Sally-Anne. Jim helps me connect the dots and if my team has a question, he will go find the answer. He is a trusted advisor and an extension of my team. This is the real difference in how Oracle does Customer Success.

Rising to the Challenge

When Sally-Anne joined Zebra, she was a "team of one" overseeing social media activity worldwide. Today, she leads an international team of four that has established a solid workflow and has the visibility to review performance post by post. That level of visibility has enabled Sally-Anne and her team to meet and exceed their goals year after year. Since Zebra Technologies adopted Oracle Social Cloud in 2015:

Total Followers:

149% increase

Average Monthly Engagements:

118% increase

Average Monthly Impressions:

42% increase

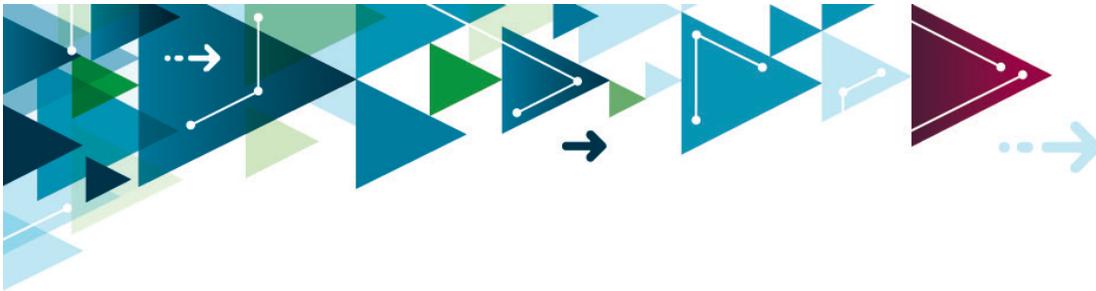
More importantly, Sally-Anne can confidently say that Zebra has a reputation as an industry leader for social marketing.

The Future

Sally-Anne cannot imagine using Oracle Social Cloud without the support of Oracle Customer Success and her CSM, and she still works closely with him every day to optimize how Zebra uses the product. Jim regularly volunteers Sally-Anne's team for Beta testing, which ensures they have input into how new features are designed.

"My opinion is valued at Oracle, and I feel good about being able to give feedback," says Sally-Anne. "It's that relationship that keeps me coming back. I couldn't find a team that is so invested in my success anywhere else."

Sally-Anne's team no longer has specific social media engagement goals set for them, because they have proven that they have what it takes to push forward and excel every day. Now, they're less focused on generating engagements and more invested in increasing web traffic through organic social media, and Sally-Anne knows Oracle Social Cloud and her Customer Success Manager will be integral to their future success.



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Find out how you can accelerate your business outcomes with Oracle Customer Success Business Advisory Services.

<https://www.oracle.com/support/business-advisory-services>

Learn more about Oracle Social Cloud.

<https://cloud.oracle.com/social-cloud>

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