

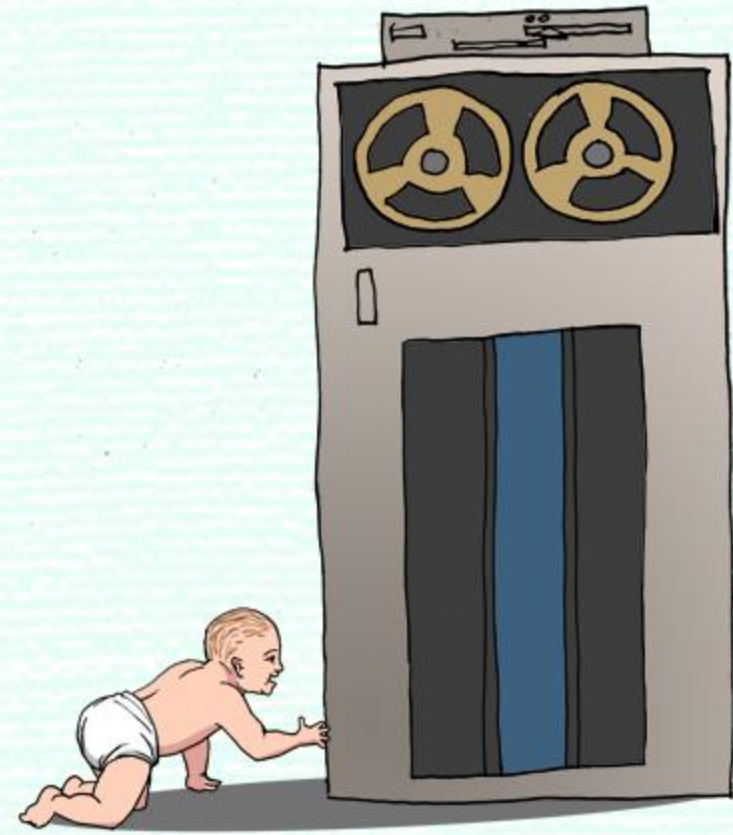
# THE EVOLUTION OF TECHNOLOGY & Its Impact on the Development of Social Businesses



We are babies.  
**1960s**

Technology has **little impact**.  
It is a curiosity.

The company is king, but a benevolent king. Good focus on customer satisfaction, but customers have few options. Communications makes global business difficult so customers make geographic-based decisions.



We are still children.  
**1970s**

Technology is for academics and has **little impact**.

Greater focus on margins and revenue. Customers become concerned about monopolies as customer satisfaction has less importance.



We are still children, but we can pout to get what we want.  
**1980s**

Technology invades the home and starts to **change behaviors**.

Customers become increasingly concerned about company practices and lack of customer satisfaction. Communications have improved to help customers make more informed decisions and to have better choices.



Like teenagers, we now have some control but don't know what to do with it yet.  
**1990s**

Technology is now everywhere. A great leap forward. It begins to **connect us** around the globe.

e-Commerce helps give customers a greater - and more informed - range of decisions. Companies use the web to make themselves more accessible but haven't begun truly focusing on customer relationships.



We are growing up, and feeling pretty cool about it.  
**2000s**

Technology enables more seamless communications across the globe. Growth is **explosive**, but like "explosions" is uncontrolled - all over the place.

Social Media allows customers to articulate their satisfaction with companies and make decisions based on the company's behavior, not just on price alone. Companies begin to react and change.



Welcome to adulthood!  
**2010s**

Technology becomes **fully intergrated** into our daily lives. We live more fully in a digital world.

Social Businesses are the evolution of companies now keenly aware that how they act and how they engage with customers can be more important than price, that the relationship is part of the value. Companies allow greater transparency into all aspects of the company and use social media channels to effectively engage with customers, but with a focus on WHAT the customer wants and HOW best to deliver it to the customer.