



OpenScape Contact Center Social Media Solutions

Handle social media in your contact center like any other channel for optimal sales, service, and support

Brief Overview

OpenScape Contact Center Social Media Solutions allow agents and managers to handle social media like any other channel.

Key Features

- Social media listening platform based on keyword search
- Analyze, categorize filter, and prioritize social media
- Route relevant social media to agents using the multi-channel skills based routing engine
- Agents use their existing OpenScape Contact Center Agent Desktop to view and respond to social media
- Managers use their existing OpenScape Contact Center Manager Desktop to manage social media in real-time and historical reports

Engage with customers and influencers on social media to provide exceptional customer service and protect your brand.

Whether you like it or not, organizations such as yours have to contend with people that are readily willing and able to voice their opinion about you and your products and services - whether good or bad. Customer service and support organizations now have to wade through a steady stream of highly visible comments from people on social media that can be extremely influential.

OpenScape Contact Center Social Media Solutions were developed to help you navigate the social web to find impactful posts and to deal with them quickly and efficiently using existing contact center resources.

Twitter Integration

Our Twitter integration solution incorporates real-time information from Twitter to help your agents deliver better service or sell more products. Tweets sent to your company account can be analyzed based on keywords and/or hashtags and then routed to the most appropriate agent using OpenScape Contact Center's skills-based routing engine. The tweets

are presented within the agent desktop screen and the interactions are monitored using standard monitoring and reporting tools.

This can be taken a step further by monitoring general (unrestricted) twitter traffic (the "twittersphere" or "twitterverse") with the help of a social media listening platform. This can allow tweets sent out from any account about your product or brand, with or without hashtags, to be captured, filtered, and routed to the contact center for action

Social media interactions can be personalized even further by presenting agents with valuable information. For example, we can present the person's Twitter profile (tweet history, number of followers), contact information from LinkedIn, and location information from Google Latitude to the agent, thereby allowing the agent to provide the most personalized service possible.

Agents can answer tweets via the company Twitter account, taking advantage of scripts and other agent tools, perhaps suggesting a callback or use of other media if required.

Build customer relationships on their terms

Engage with customers and prospects where they live – on Social Media



“Businesses must understand that social media is no longer just a marketing initiative for generating leads. Businesses are now focusing on how social media, combined with customer service and other revenue-generating initiatives, can help make the relationship between a company and its customers more effective for both.”

Sheryl Kingstone
Yankee Group

Yankee Group conducted groundbreaking research examining how social media is changing consumer behaviors and what businesses can do to succeed in a connected world:

- 80 percent believe that businesses should review social media sites to see what people are saying about them
- 70 percent of consumers want to be able to leverage social media to access company experts
- 58 percent of consumers say regular communication with a business via social networking sites improves their loyalty to that business
- 67 percent of employees need more tools to track and manage their social communications for business purposes

Proactive customer care

With OpenScope Contact Center Social Media Solutions, you can proactively reach out to and assuage a customer who is having a negative experience in a methodical way; leveraging all the tools of the contact center to manage and record the experience before the disgruntled customer contacts you, or even if he/she doesn't contact you.

Benefits

- Engage with customers where they congregate
- Proactively respond to negative posts before it goes viral
- Requires minimal agent training as they use their existing Agent Desktop
- Measure and track social media interactions like any other channel in your contact center
- Monitor and manage public perception of your company and products with contact center staff that's already trained to provide customer service and support

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