Making Sense of Social
Leverage social media tools to increase productivity and coolness factor

When someone is talking about social networks today, they invariably mean Facebook and Twitter. While they are the most prominent, there is actually much more to social networks than these two. For business, Facebook and Twitter are good for marketing and promotion, while other social networks make more sense for private communication with a customer.

Social networks are built spontaneously these days whenever there is a common interest, around a communications medium. Online games with communication capability, forums and, most recently, group chat in social messenger apps are all good examples of ad-hoc social networks beyond Facebook and Twitter.

Some social messengers today boast more monthly active users (MAU) than Twitter (316M MAU): WhatsApp is over 700M MAU, WeChat is over 600M MAU, while LINE and Viber are both in the 100M+ league. In fact, Facebook has recently recognized the importance of this, by buying WhatsApp, and separating Facebook Messenger into a separate app.

RICH ENGAGEMENT WITH SOCIAL MESSENGERS

Social messengers represent a rich communication tool that is very familiar to most people. They are also ubiquitous: many people have one, two, or even several social messengers on their smartphones and use them regularly to talk to their friends and close ones.

To raise the productivity of a business-to-customer conversation, and to add convenience to customers, it makes perfect sense to communicate with them using social messengers. The benefits are many. Here are just some of them:

OFFER CONVENIENCE OF TEXT

Text is great for private conversations in public places, and also when a person wants to talk at their own pace, thinking their messages through before sending. The delay is not an issue for representatives, who don't have to wait for a reply, but tend to other conversations instead. Our text messaging capability comes with both knowledge base and canned phrases to ensure consistency and quality of service.

ELIMINATE WAITING

If there is a delay, customers don't have to wait - they can go

about their business after requesting help, as the messenger app will alert them when a representative it ready.

ENSURE POSITIVE IDENTIFICATION

Social messengers report the nickname of the person on the other end. Once the nickname is linked to a customer's profile, the subsequent identification is fast and exact, as people rarely share their social messaging accounts with others.

ESCALATE TO VOICE

At any time during the conversation, a representative and a customer may decide to speed up the dialog via a voice call. Ending (or dropping) of such a call does not mean the end of the transaction, as the conversation continues in text.

FACSIMILE WITHOUT FAX

Sending photos of the documents during a conversation eliminates the need to hunt for a fax machine (and then wonder if the document has reached the right person).

A picture is worth 1000 words. Showing a picture may dramatically cut the time taken to explain the issue.

EASE AND PRECISION OF SHARING A LOCATION

Most messengers support sharing a location at a click of a button. This cuts the time needed to establish the customer's location and reduces the probability of an error. And, of course, it is up to customer to share their location or keep it private.

OMNICONNECTED

One of the approaches to rich communications that companies take is to develop a branded app and use it to communicate with customers. This route works for most loyal customers, while for most others the additional burden might just be too much.

This is similar to a company asking its customers to install a specific social messenger app and create an account just to talk with it.

It is much easier to make use of something already loaded on a customer's device. This is why our goal is to support all messenger apps. We support LINE, WeChat, Viber, and WhatsApp. We are actively working on supporting others.

That is not to say that we do not support in-app rich communication - we provide libraries and example apps in source code for building customer contact capability into mobile business apps.

And, for an occasional feature phone, we do support SMS, e-mail, and phone calls.

DISPOSABLE APPS AND AUTOMATION

Our interaction scenarios help making one-time, disposable apps for ultimate business flexibility: a predefined question or a set of keywords found in the incoming message could be used to provide self-service, such as, for example, transit time information, or event details, all without building and distributing an app.

SOLID CONTACT CENTER PLATFORM

All that rich contact functionality is not a bolt-on - it is a part of a comprehensive contact center platform, supporting voice, email and web chat, having an IVR and multi-skill ACD and complete reporting capabilities.

Our built-in quality management tools feature voice, text and screen monitoring and recording with grading capability.
We are integrated with Aspect Workforce Management and have successful implementation with other WFM systems.