

# eGain® Social™

Engaging with and serving customers on the Social Web



Consumers are increasingly discussing your brand online. Social networking is the biggest trend to have hit the Internet in the last few years. Aided in part by smart phones, consumers are sharing their views about products and companies much more easily through Twitter, Facebook, blogs, and forums.

This free-flowing viral conversation is a challenge and opportunity for your business. Unaddressed negative perceptions can easily spin out of control (gossip and rumors at their worst) to become a public relations nightmare for your business. On the other hand, a timely and appropriate response to complaints or negative perceptions is seen as a sign of caring.

locate useful content from experts in these channels and develop them into Knowledge Base (KB) articles that can be shared with your other customers.

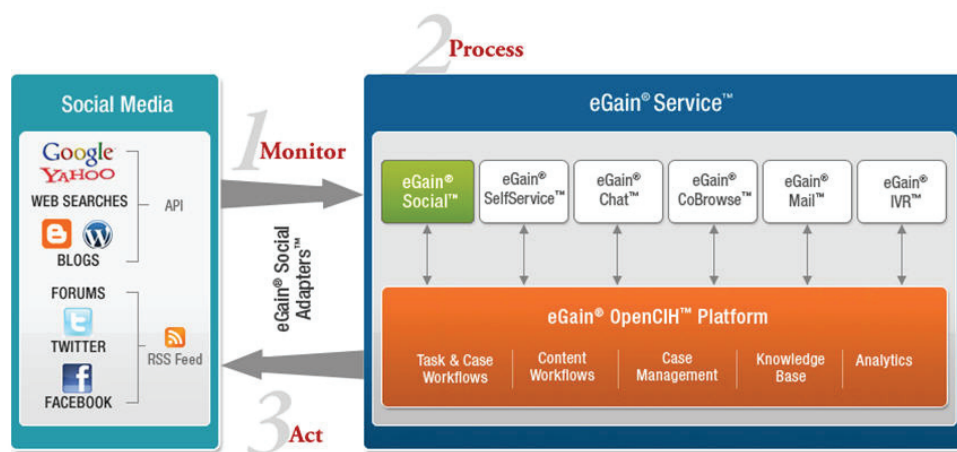
Part of the **EGAIN SERVICE™** software suite, eGain Social integrates seamlessly with the other web experience and contact center applications in the suite.

## How it works

An adapter is configured for each search engine and social media network to be monitored. The adapters provide search results, which are analyzed for further handling. Agent tasks are created for social customer queries that need responses, and author tasks for scrubbing useful content

## Highlights

- ▶ Monitor conversations about your company on the Social Web, and act on this information
- ▶ Respond to customers who are looking for information or are complaining about your company
- ▶ Harvest social knowledge by identifying and developing any useful content shared in social networks



**EGAIN SOCIAL** helps you monitor social media sites for conversations about your business. It enables you to identify and respond to customer inquiries or complaints. It also lets you

and adding it to the trusted contact center KB for multichannel use. Agents and authors complete these tasks by either responding to customers or by creating and publishing new KB articles.