



## Reaching out to customers on the Social Web



### The Customer Interaction Hub (CIH) Advantage

- ▶ Establish and extend competitive advantage by unifying interaction management across new and traditional channels. Offer seamless and consistent customer experience in multi-stage service interactions across channels, systems, people, and organizations.
- ▶ Dramatically reduce interaction costs and increase sales.
- ▶ Reduce knowledge creation and sharing costs and increase customer sat.
- ▶ Maximize contact center productivity, service consistency, business process efficiencies, and self-service adoption.

Social networking is the biggest trend to hit the Internet in the last few years. Aided by the rapid adoption of 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 to become a public relations nightmare for your business. On the other hand, a timely, appropriate response to complaints or negative perceptions is seen as a sign of caring.

**EGAIN<sup>®</sup> SOCIAL<sup>™</sup>** is a one-of-a-kind product for social customer service, knowledge harvesting and single-sourced social publishing, and reputation management. eGain Social enables businesses to monitor social networks such as Facebook<sup>®</sup>, Twitter<sup>®</sup> and blogs for customer queries, analyze their content, analyze search results for sentiment, route them intelligently, and post responses privately or back to the social cloud in media-customized formats. For instance, Twitter posts use shortened URLs and conform to the 140 character limit.

Part of the **EGAIN<sup>®</sup> 10<sup>™</sup>** software suite, eGain Social integrates seamlessly with the other web experience and contact center applications in the suite. A companion social experience product, **EGAIN<sup>®</sup> COMMUNITY<sup>™</sup>**, enables the setting up of customer forums.

### HOW CAN IT HELP YOU?

#### Manage social interactions with a unified 360Plus agent desktop

Monitor various social media for questions about your products and services. Route these inquiries to your contact center agents, who use the social-blended desktop to respond with a 360Plus<sup>™</sup> view of the customer and product knowledge. The customer's social media details are added to the customer's profile, ensuring that social interactions are not conducted in a silo.

#### Manage your brand reputation

eGain Social assists in reputation management through constant monitoring of social networking sites for discussions about your company. The solution does sentiment analysis of the comments and figures out the most suitable way of handling the issue.

## Highlights

- ▶ Conversations about your company on the Social Web are monitored, resulting in aggregated and actionable items in the Social Inbox.
- ▶ The agent desktop seamlessly blends social queries with those from traditional channels like phone, email, SMS, chat, and cobrowse. This allows agents to get a 360Plus™ social-blended view of the customer and the context.
- ▶ Responses are sent to customers who are looking for information or are complaining about your company.
- ▶ Social knowledge is harvested by identifying and developing any useful content shared in social networks.
- ▶ Social media is treated as just another interaction channel in the hub, allowing a 360-degree view of interactions with the customer.
- ▶ Best practices for handling social media interactions are embedded in the product.

## Harvest knowledge

Harvesting of expert posts and opinions scattered informally over social sites help enrich your knowledge base and idea bank. Identifying, polishing, and publishing the harvested content across all communication channels maximizes ROC (Return on Content).

## Proactively publish to social channels

Distribute new and useful content through social media with our easy single-sourced publishing capability. Choose distribution channels from the list available.

## Set up communities of interest

Set up online communities and expert forums to enable customers to help each other. eGain Community, a companion product of eGain Social, incorporates these forums as an additional source of support and knowledge and harvests any useful posts into the eGain knowledge base.

## Implement best practices for managing social interactions

Benefit from the various best practices built into the product. For instance, give your agents the ability to invite irate customers to a less public one-on-one channel such as chat.

## HOW IT WORKS

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Social media managers log in to the eGain Social Console to configure **eGAIN<sup>®</sup> SOCIAL ADAPTER<sup>™</sup>** for each search engine and social media network to be monitored, and then set up search terms. They use the Social Inbox to process the aggregated search results.

They identify items that need further handling. Agent tasks are created for social customer queries that need responses, and author tasks for scrubbing useful content 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.