



48% of consumers are currently happy with the customer service they've experienced from using social media channels.

- eDigitalResearch

Social Media for Customer Service

Social Media is the Fastest Growing Channel for Customer Service

Social Media, which only a few years ago was thought to be primarily a marketing tool, is now playing a prominent role for customer service as well. Over the past two years, there has been double-digit growth in the adoption of social media for use in the contact center. In fact, depending upon which analyst or consulting firm you reference, the volume growth is between 38-44% for social customer service. This means that social media is well on its way to becoming the fastest growing channel for customer service.

Social Media Content Silos May Be Holding You Back

Approaching social media from a marketing perspective may have been the right initial move for companies looking to take advantage of a new channel for delivering messages to their customers. But as social media has evolved into a forum in which customers look for guidance as to what companies to do business with, seek answers to questions about products and services, and influence others by sharing their purchasing and service experiences, a marketing-driven approach that lacks integration with other parts of the business no longer suffices.

Instead, it's more important than ever to break down organizational silos and look at sites like Facebook and Twitter not merely as another marketing and communications channel, but rather as an established touchpoint for engaging directly with customers for service. And there are significant consequences for failing to make this transition.

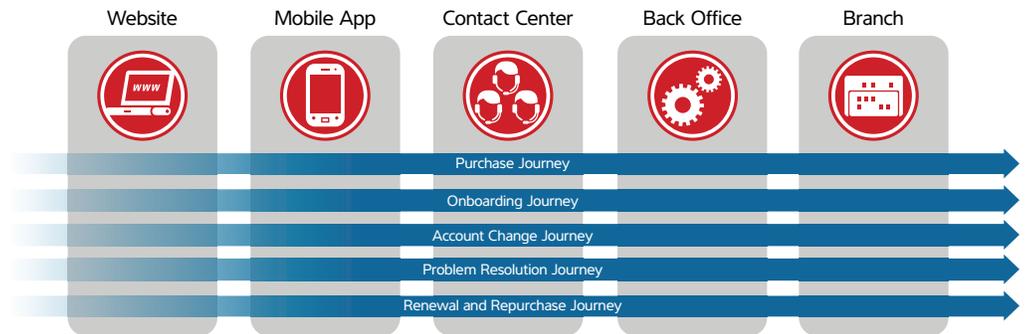
The inability to capture social media interactions and make the context available across business units and touchpoints will prevent your company from making full use of this rich source of insight. The result will be a disappointing customer experience in which social media interactions occur in a vacuum, disconnected from other customer touchpoints. In this case the likelihood of increased customer effort is high, resulting in decreased loyalty, possible churn and, of course, the potential for the dreaded black eye in the very public social sphere. This is why it's imperative that in striving to deliver world-class customer service, you do everything you can to integrate social media across your organization while working collaboratively.

Where Social Media Fits into the Customer Journey

Cumulative customer experiences across multiple touchpoints and channels over time are what drive sales, service and satisfaction. Generally, customer churn is due to the overall experience.

As an entry point, social media can be fragmented and complicated depending upon the flow of interactions. Too often customer service success is measured by performance in a single channel. But better company performance and decreased customer effort can only be achieved when social media is managed as part of the journey across touchpoints.

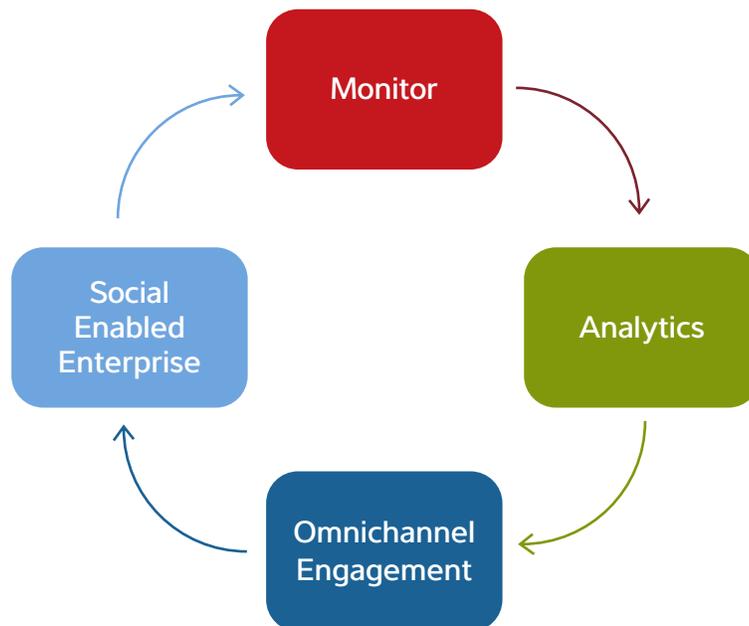
Figure: End-to-End Customer Journey



Transform Your Business with Genesys Social Media for Customer Service

The Genesys Social Media for Customer Service Solution is designed to help you create an integrated approach to social media that turns engagement opportunities into real business benefits. It delivers the capabilities to monitor the customer voice or sentiment about your brands, prioritize, and analyze the intent to determine the next best appropriate actions to engage with customers directly. The resulting interactions can be shared across marketing, customer service, and the entire organization. In so doing, Genesys enables your social enterprise by establishing social media as a customer service touchpoint, ensuring that your company can fully capitalize on that touchpoint to deliver a truly satisfying customer experience that drives loyalty.

As a result, having the ability to monitor, capture and effectively use social media as a touchpoint for customer service provides you with a significant competitive advantage. Backed by the capabilities of the Genesys Social Media for Customer Service Solution, you can employ our recommended four-phase strategy and best practices for capitalizing on the growing role of social media in managing customer relationships and journeys.



- **Monitor** what customers are saying, to better understand the prevailing sentiments about your products and services, as well as the customer’s level of emotional engagement with your brand. And by pooling “tribal” knowledge and incorporating the perspectives of the most influential customers into corporate knowledge bases, you can provide valuable insight across the enterprise.
- Effectively use **analytics** to cut through the noise to gain actionable insight that will help prioritize and measure the voice of the customer, pinpoint where issues are occurring and optimize the social channel. Identifying missed engagement opportunities and understanding true customer intent culled from social media sites, allows you to take appropriate action when warranted. By tapping the Genesys Customer Experience Platform, it ensures that actionable content is routed to the most effective available resource.
- Better drive **omnichannel engagement** directly with customers, using social media platforms to respond to, inform, and notify customers both reactively and proactively in the most appropriate manner. Enable a unified view of the customer across channels and touchpoints by sharing context for a seamless and personalized customer experience.
- **Socially enable your enterprise** across marketing and customer service operations, as well as across customer touchpoints. Not everything can be resolved through social media, so a seamless transition to direct human assistance may be required via another channel. The customer should feel they are having a consistent experience across their journey with your brand through each mode of communication. And those responsible for interacting within each channel should be fully informed about the entire interaction throughout.

11% of consumers expect a response from a brand on social media sites to be immediate.

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Social Customer Service Results

Genesys customers who have been using Genesys Social Media for Customer Service Solution have experienced substantial reductions in labor costs and increased capacity for workers.

What You Can Expect from Genesys Social Media for Customer Service Solution

Benefit	Results
<p>Increased agent capacity through automation of social media interactions Allow for interactions to be directly routed to staff for real-time handling. As a result, the amount of manual effort required by supervisor that performs this activity as well as monitoring of the staff today are reduced or eliminated.</p>	<p>50-70%</p>
<p>Reduced manual reporting activity for social media channel Automate and provide easy access to summary or detail level reports of social media activity that provide immediate insight into current issues and areas for escalation.</p>	<p>85-100%</p>
<p>Reduction of handle time through screen pop of social media interactions (seconds) Deliver contact data, when available, directly to the team member’s desktop upon message arrival. Automatic data delivery reduces handle time by eliminating manual activity such as data queries and retrieving relevant applications. In addition, intelligent routing matches common messages with the most capable available staff for that particular issue resulting in faster, more productive resolution.</p>	<p>35-65 seconds</p>

Benefit	Results
<p>Blending of social media with other channels Blend voice contacts, email, and social media interactions to balance workloads across peak and non-peak periods. This improved load balancing increases agent accuracy, thus reducing agent labor costs.</p>	5-10%
<p>Reduction in handle time by intelligent distribution of social media interactions (seconds) Allow for the intelligent distribution of social interactions to staff, so that each work item is sent to the best resource based on rules such as business value, worker skills, availability, cost and priority. In addition, real-time monitoring and reporting facilitates timely feedback, agent accountability and agile decision-making. The result is optimized task handling time.</p>	35-70 seconds
<p>Improved sales close ratio due to business value prioritization Allow for intelligent task distribution, delivering tasks to the best resource, based on rules such as customer value, task priority, worker skill availability, cost and more. This can result in an improved close ratio for revenue generating tasks.</p>	0.09 - 0.12%
<p>Reduction in time between social media interactions Automate the distribution of social media interactions, allowing for the push of interactions, thus increasing agent's efficiency by reducing time in between one interaction and another.</p>	2.9 - 3.4%
<p>Reduction in time through auto-suggest for social interactions Provide guidance to social media agents with Auto-Suggest, which suggests possible responses to incoming social media feeds. This reduces social media agent handle times and the associated labor costs.</p>	5 - 12%

Join Your Customers in Conversation with the Genesys Social Media for Customer Service Solution

Even with its challenges, social media customer service clearly represents a tremendous and growing opportunity for fostering strong customer engagement. The Genesys Social Media for Customer Service Solution helps you transform your customer service processes by literally meeting customers where they are. It effectively bridges the gap between organizations across your company, ensuring that customers are connected with the right resources. And perhaps most important, it goes beyond simple monitoring of social media, delivering new levels of insight by increasing your understanding of customers' intent and their influence on brands. The unique abilities of the Genesys Social Media for Customer Service Solution are made possible by a range of powerful capabilities that gives your customer service organization the tools it needs to establish social media as a powerful touchpoint on the end-to-end customer journey.

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at www.genesys.com or call us at +1.888.436.3797



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