



# Aspect<sup>®</sup> Social

Aspect Social turns social media monologues into cost-effective, productive dialogues. Channel social service where it belongs – the next generation customer contact center – and apply contact center practices to social interactions. Make sure every social interaction delivers on your customer promise and fosters the kind of long-lasting customer loyalty that grows bottom line results.

Consumers are more empowered, connected and vocal than ever before – using social media to express opinions with unprecedented reach and speed. While more than 70 percent of customer complaints expressed on Twitter go unanswered by brands, 88 percent of consumers cite that they will not purchase from those companies that ignore those tweets.

With Aspect Social, organizations can take disciplined, constructive social actions – based on customer contact best practices – and grow social customer loyalty and value. By extending the discipline of the contact center to the social sphere, organizations can consolidate and orchestrate conversations in a way other groups – like Marketing – cannot and achieve greater efficiency at the same time by reducing reliance on costly traditional channels that are hard to maintain and that customers are reluctant to use. Aspect Social turns social monologues into productive dialogues that grow customer value.

Designed from the ground up to meet the specialized needs of contact centers, Aspect Social identifies and prioritizes posts, routing them to the appropriate team where agents can respond within the originating social network. With Aspect Social, agents can easily embed available knowledge base content into their responses, satisfying customers who increasingly prefer answers and advice from their peers. Brands benefit from directing people to low-cost online channels where customers can find answers with minimal effort.

Agent Name	CS	R	C	RO	A	P
Allen Savage	100%	0	0	0	0	0
Allison Savage	100%	0	0	0	0	0
Amy McGill	100%	0	0	0	0	0
Arnaud Lerondeau	100%	0	0	0	0	0
Backender1	100%	0	0	0	0	0
Bill Christensen	100%	0	0	0	0	0
Blair Powell	100%	0	0	0	0	0
Bryan Person	100%	0	0	0	2	0
Claudia Dietschi	100%	0	0	0	0	0
David James	100%	0	0	0	1	0
DeAnna Ramirez	100%	0	0	0	0	0

### Focus on the Posts that Matter

Customers are flooding the social sphere with brand and product mentions, but many posts don't require response from the brand. Intelligent filtering identifies the implicit or explicit requests for help. Posts are prioritized and routed to the appropriate team.

### Maintain the Context of Your Social Conversations

A single social post – presented without context – prompts an isolated, disjointed response. Maintaining the context of the social conversation ensures that the agent can have a real dialogue with the social customer. Aspect® Social dynamically generates a view for every social engagement and displays a complete, threaded conversation. It also supports links to resources like public knowledge bases that would help the agent provide the kind of service that delivers real value and creates brand advocates.

For example:

- Additional contact options for requests that need a deeper conversation or follow-up
- Guidance on the offers available to customers at risk
- Link to the customer record within a CRM system such as salesforce.com , Microsoft Dynamics CRM, etc.

*"...the real power of social media is in its ability to engage and enlist, not just tally. We must deliver social customer experiences that entice customers to interact with us, share their passions, their insights, and their ideas." -Rob Tarkoff, CEO, Lithium Technologies*

*'Why Facebook Can't be the Center of Your Social Strategy', CIO Network, December 2012*  
Aspect® Social is powered by Lithium

### Intelligent Automation of the Social Workflow

Aspect Social provides powerful workflow capabilities tuned to the needs of the contact center. Aspect Social ensures that customers receive a consistent, informed response. Agent queues are updated in real-time to eliminate the possibility of duplicating a response. Customer conversations are kept intact. Aspect Social ensures that a customer response to an agent post is routed to the same agent and the conversation is given the appropriate priority. Advanced workflow capabilities allow agents to split, de-duplicate, merge, escalate, re-assign or release a conversation.

### Highlights

- **Cloud-based product purpose-built for the contact center**
- **Focus and measure social service efforts and outcomes**
- **Capture, prioritize and assign social interactions to the right team**
- **Maintain the context of social conversations**
- **Enable proactive care for the social customer**

For supervisors, workflows enables responding to multiple social customers based on any number of filtering capabilities. This ensures that any issues are addressed quickly – well before they create a public social crisis. Supervisors can also adjust routing assignment and balance agent workloads in real-time to tune the system. These real-time adjustments help supervisors maintain control and quickly assign staffing for a channel where a single post or event can quickly escalate and overwhelm.

### Proactive Social Service

Aspect Social supports not just conversations initiated by the customer – but also the ability to push information into the social sphere and measure the effectiveness of the shared information. Proactive social postings can be scheduled and tracked as part of the overall social engagement strategy. This allows the contact center to proactively inform social customers of changes and events proactively and let the organic nature of social media spread the message beyond the original recipients.

For example:

- Communicate planned service outages, changes such as new phone number or the addition of additional communication channels that are available
- Alert customers to special events, potential outages, or weather events that would impact them
- Provide answers to common questions or known issues
- Minimize the need for customers to engage an agent and lower your costs by anticipating need

## Monitor, Measure and Manage Performance

Aspect Social gives supervisors the tools they need to manage the performance of their teams. Organizations can establish KPIs (Key Performance Indicators) for social care outcomes such as handle times, customer satisfaction and backlog. Each post is automatically scored for KPI compliance and results are made available in a dashboard that quickly identifies performance against social KPIs. Supervisors can easily build views into their team, a particular topic, or a specific time period to better understand performance trends.

Management can drill into these results even deeper with multiple out-of-the-box data views that can be analyzed using Excel for ad-hoc insight or integrated into Business Intelligence or Performance Management environments for a deeper view into customers and customer service effectiveness. The ability to measure social engagement using metrics that capture established contact center best practices (handle times, first contact resolution, customer satisfaction) provides organizations with the ability to apply the

same measured discipline to social media that apply to all other engagement channels. It also allows organizations to assess the effectiveness of their total customer service efforts – including social care – and treat social media as an integrated capability rather than a black-box, isolated initiative.

## Part of a Total Solution for Delivering an Exceptional Customer Experience

Aspect Social is part of our total solution for delivering an exceptional customer experience across all of the many channels customers use to communicate with organizations. Aspect fuels millions of daily interactions – globally – through a strong technology foundation that encompasses:

- Interaction management through Aspect® Unified IP® that applies technology-driven processes for more intelligent multichannel customer communications, and
- Workforce optimization to promote continuous performance and quality improvement of people and processes

**Channel social service engagements where they belong – the Aspect next generation customer contact center – and turn social media monologues into cost-effective, productive dialogues with Aspect Social.**

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### About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit [www.aspect.com](http://www.aspect.com).

