

Turning Social Media into a Game-Changing Customer Care Channel

Aspect transforms social media into a true customer care channel, bringing it in line with customer experience and service best practices and workflows across the organization. Social care has moved beyond the experimental stage and needs to be treated as an integral component of the next generation customer contact center's arsenal – and deliver on the customer promise efficiently and effectively. Leverage Aspect® Social, along with the full breadth of Aspect technologies for interaction management and workforce optimization, to truly integrate social media into day-to-day contact center operations.

Be more efficient by reducing reliance on costly traditional channels that are hard to maintain and that customers are reluctant to use. 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 efficacy. Aspect Social turns social monologues into productive dialogues that grow customer value. But it is one piece of the next generation customer contact technology foundation that Aspect delivers. Not only do Aspect contact center technologies work with Aspect Social, but they can extend the utility and ROI of virtually any social media listening platform that might reside within the enterprise.

Turn the Social Monologue into a Social Dialogue with Aspect Social

Aspect Social provides a cloud-based solution for social engagement that is built for the next-generation customer contact. With Aspect Social, organizations can respond to the social consumer with a disciplined, measured business process based on customer contact best practices. Aspect can help integrate this social channel into your day to day customer interactions and enable you to leverage the power of Aspect's Unified IP and Workforce Optimization platforms to expand the impact of your social media engagements.

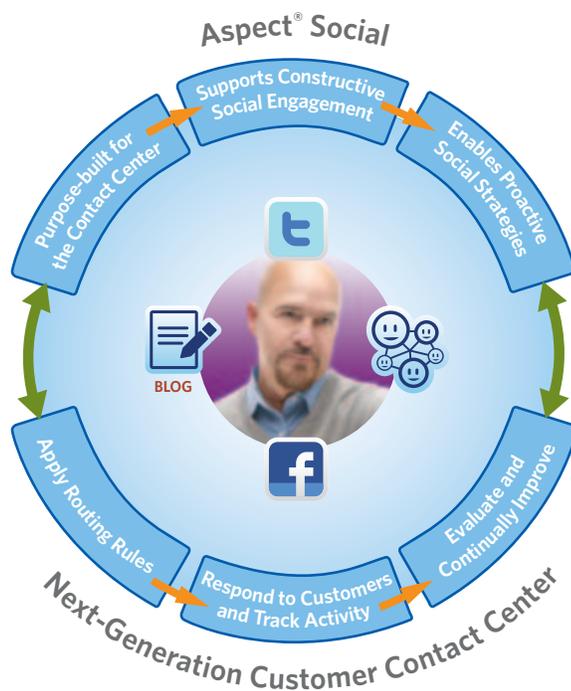
Better Customer Communications through Intelligent Routing

With Aspect Social, business rules for intelligent routing can be created based on agents' social media skills as well as other specializations such as products, languages and geographies. For example, an agent trained to use Twitter might be the best person to respond to a consumer who tweets a product question, while an escalation specialist may be the best person to respond to a negative forum posting about a product experience from a highly influential customer.

Highlights

- Identify the potential value of each social media engagement with a consumer
- Understand what issues mandate a response and by whom
- Maintain a flexible engagement environment – business rules can be reconfigured on demand
- Harvest social engagement history and use it for workflow forecasting, scheduling and training
- Establish social media key performance indicators (KPIs) such as handle times and response criteria
- Link social media engagement to customer satisfaction and loyalty





Aspect® Social provides a purpose-built solution for mastering the social dialogue within the contact center. It enables organizations to apply the discipline and best practices of the contact center to the social sphere. Social Media Channel Integration provides the ability to extend the value of the Aspect contact center infrastructure – both interaction management and workforce optimization – to incorporate social media engagement and social agents. By integrating social engagement with Aspect Unified IP, organizations can create business rules that seamlessly blend traditional and emerging channels, and make it easier for agents to respond to all consumers, for supervisors to measure effectiveness and efficiency across all channels, and for management to realize the benefit of its total customer engagement strategy.

Integrating Social Media into Day-to-Day Operations

To make social media a real channel of customer engagement, organizations need to think beyond just the response and consider the staffing, quality, and performance implications of their social efforts.

Additional Services that Optimize the Workforce for Social Media

Staffing

Along with new opportunities to improve the total customer experience and increase loyalty, social media introduces the need to adjust staffing to manage the work volume. Aspect can integrate social workflows to workforce management (WFM) to enable optimal forecasting and staffing levels and provide intra-day performance data within standard WFM reporting. Integration services include:

- Validate, configure and test the reporting capture interface with social media workflow items
- Advise the right WFM configuration, including resources such as forecast, staff, and employee groups to ensure effective capture and reporting of social media contacts and workload forecasting
- Ensure that standard WFM reports contain historical and intra-day social media volumes, average handle times and statistics

Quality Management

Applying the capabilities of quality management to social engagements can create an audit trail that captures not just what is said, but the process the agent uses for addressing social media. It also helps an organization focus their training and coaching efforts and identify best social practices and opportunities for improvement. Capabilities include:

- Record the desktop process for the social agent and create an audit trail
- Create, calibrate and execute quality evaluation programs for social agents
- Identify organic best practices, find opportunities for improvement and drive continuous improvement

Key Enterprise Benefits

- Better oversight of the social media conversation
 - Unify and solidify the voice of the enterprise within social channels
- A more complete view of customer opportunities and challenges
 - Integrate insight from social media and other customer contact channels
- Informed enterprise social media response strategy
 - Forecast and plan your social media response with visibility into performance that identifies opportunities for improvement

Performance Management

Integrating social media contact data to performance management provides a richer collection of data for consolidated analysis and more valuable reporting and analysis of Key Performance Indicators (KPIs). Aspect integration services include:

- Develop metrics/KPIs specific to Aspect® Unified IP® social media contacts via service and or agent
- Create a dashboard/report on performance and volumes within the defined Aspect Unified IP and social media services
- Review long-term customer requirements for social media and identify any other data metrics

Turning Social Media Monitoring into Social Media ROI

With more choices of easily accessible products and services, many of which seem the same to consumers, companies need a way to distinguish themselves. Now more than ever, creating the best customer experience is the competitive differentiator that can truly set an organization apart, command consumer attention, and win customer loyalty.

The ability to innovate ways to consistently deliver a superior customer experience is not just a survival skill; it's the key to a thriving enterprise. There is a unique opportunity for the business to organize around the total customer experience - including social media - with the contact center anchoring the customer engagement processes. Aspect extends the contact center's history of disciplined, measured, customer-centric contact management to social media, turning social interactions into a meaningful, mutually beneficial dialogue.

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About Aspect

Aspect builds customer-company relationships through a combination of customer contact and enterprise workforce optimization solutions. For more information, visit www.aspect.com.

