



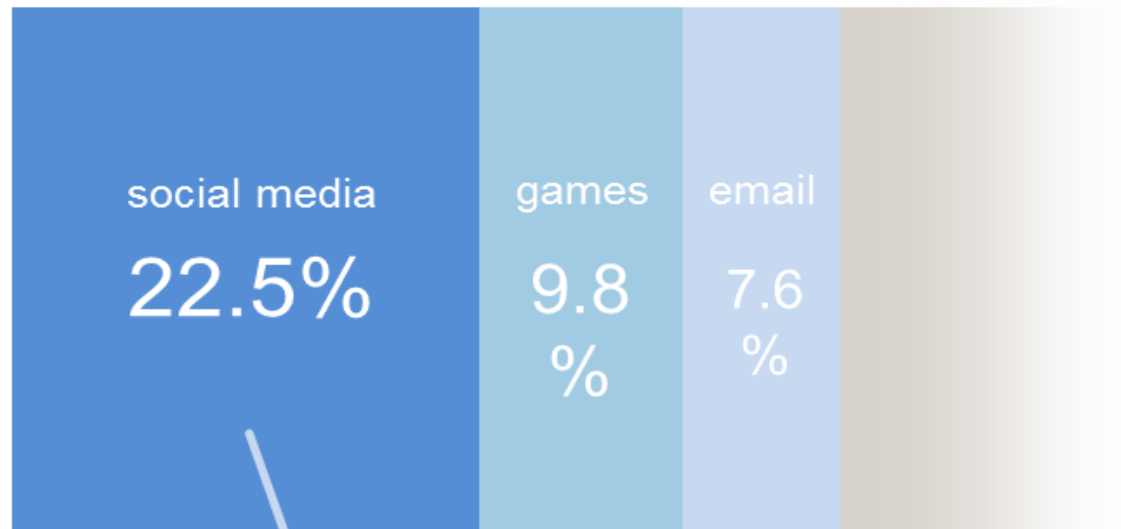
## Aspect® Social

Turning the social monologue into a productive, cost-effective dialogue

# Two Undeniable Consumer Trends

consumers spending more time online, the majority of which is social

Source – Nielsen Big Picture September 2011






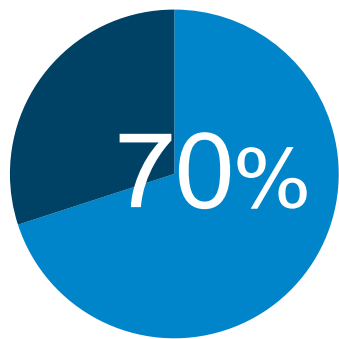
**2x** the next highest category

consumers trust peers over brands



source: nielsen global online customer survey

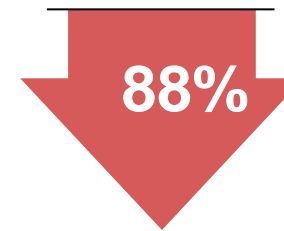
	Twitter Followers <sup>1</sup>		
	Sept 2012	June 2013	Growth %
	2,159,247	3,880,816	79.73%
	497,148	830,688	67.09%
	342,094	1,277,690	258.86%



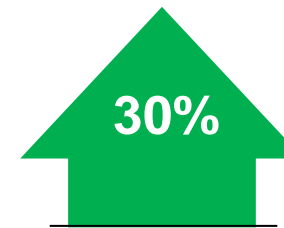
of Tweets to brands go unanswered<sup>3</sup>

So What?

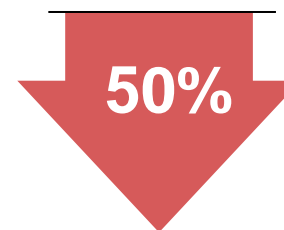
## A Strong Social Presence Is Necessary Today, But No Longer Sufficient



of consumers are less likely to buy from companies who ignore complaints on Twitter<sup>4</sup>



Socially engaged customers spend 30% more<sup>5</sup>



Social interactions cost 50% less (on average) than phone, chat or email<sup>6</sup>

1. Fortune 500 social Media Stats, 2. CIO Magazine, 3. Martiz, 4. New York University 5. Bain & Company, 6. Michael Pace

# Social Marketing ≠ Social Customer Service



Marketing



Customer Service

Maximize positive brand mentions	<b>MISSION</b>	Maximize customer satisfaction
Monitor and listen for trends	<b>PURPOSE</b>	Resolve customer issues
Share of voice, reputation	<b>SUCCESS METRICS</b>	Net Promoter, C-Sat, AHT
Quarterly	<b>MEASUREMENT</b>	Real-time
Shared and corporate	<b>CUSTOMER RELATIONSHIP</b>	One-on-one
Retweets	<b>SOCIAL SUCCESS</b>	First contact resolution
“Let me find you someone...”	<b>TYPICAL RESPONSE</b>	“How can I help you?”



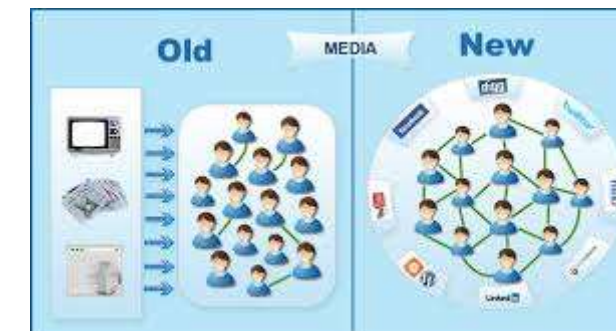
# Social Engagements vs Social Strategy

Today, most organisations use Social Media for 1 of 2 things...

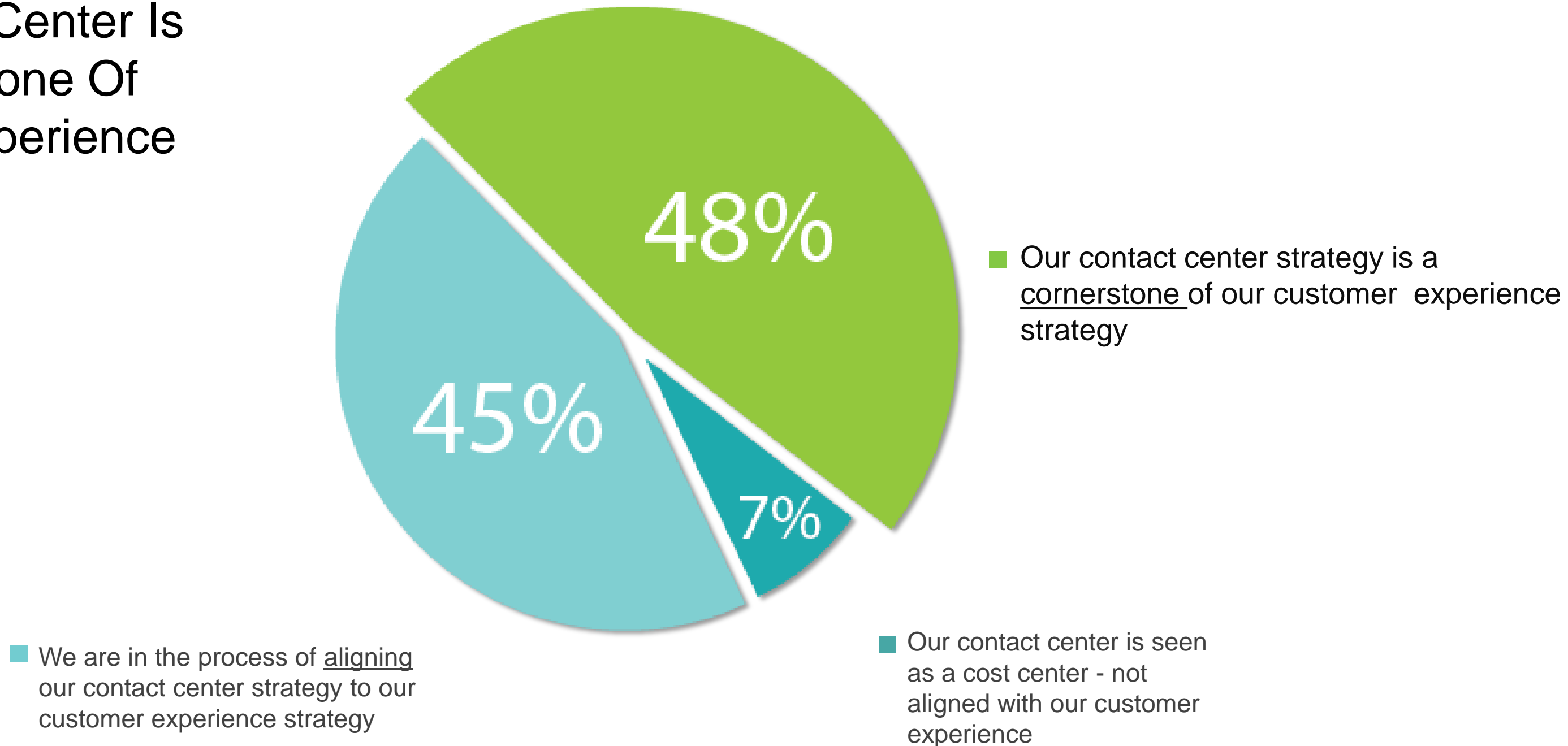
- Marketing / PR
- Extension of Contact Centre

Social Strategy is much more

- Collaborative
- B2C, C2B and C2C
- Engaging
- Valuable



## The Contact Center Is The Cornerstone Of Customer Experience




# The Contact Center Is The Cornerstone Of Customer Experience

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The contact center has:

- The know-how
- The process
- The people
- The discipline

...to take **constructive** social action



But Not the  
Tools to  
Manage a  
Social Dialogue



# From a Social Monologue to a Social Dialogue: Aspect® Social

- ▶ On demand 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
- ▶ Maintains the context of social conversations
- ▶ Enables proactive care for the social customer

The screenshot displays the Aspect Social interface, which is designed for managing social media interactions. At the top, there are icons for Facebook, Twitter, RSS, Google+, and LinkedIn. The main interface is divided into several sections:

- Header:** Shows the user's role (Agent, Supervisor, Manager) and their name (Andre McMannis). There are also navigation links for Settings, Help, and Logout.
- Conversation Details:** Displays the conversation ID (#1244), priority (3), status (Open), and assignment (Assigned to You in Hardware). It also shows the due time (Due 2 hrs) and tags like "NuEra Small Business", "audio", "fail", and "computer > nex360".
- Message History:** A list of messages from the customer (Lily Savage) and the support team (NuEra Support). The customer's message mentions "Recently I've been having some problems playing back any sort of media #fail". The support team's response includes an apology and a link to a knowledge article.
- Response Area:** A text input field for replying to the message, with an "Add Internal Note" button.
- History Log:** A list of actions taken on the case, such as "Chad Farnsworth assigned this case to You" and "You added tag 'computer >> laptop > nex360'".
- Customer Profile:** A sidebar showing the customer's profile (Lily Savage), a 40% Relevance Score, and tags like "computer > nex360", "mom", and "geek". It also lists open and closed conversations.