

GO ON
STEP BY STEP



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Social media CRM

Possible solutions for customer dialogue of tomorrow

>>> Social media CRM is itself a gross contradiction. Customer Relationship Management is based on the idea of a one-to-one relationship where the supplier knows the customer personally and can address them with their name. However, the great success of social media platforms is based on the anonymity of the individual. Recent developments have shown that the combination of both these worlds harbours a great potential. <

>>> Various studies prove that there are huge, age-related differences in the use of media. Over 65 percent of consumers under the age of 35 first consult the Internet before any purchase or if they have a problem. They find answers in forums, blogs and on other information pages, swap ideas with like-minded people and form their own opinion. These are often clear «buy» recommendations and active references. The consumer trusts a completely unknown person on the web more than sales staff. It is thus clear that the question of web reputation management will become very important in future. Active bashing of a product, a company or even a person can have fatal consequences with huge damage. The difficulty facing a company is that it wishes to take an active part in discussions and defend itself. But beware! This can backfire. The old patterns of defence and cover up don't work here. On the contrary: non-transparent, dishonest methods are ruthlessly unveiled immediately and that's when things really take off. <

Listen in and understand

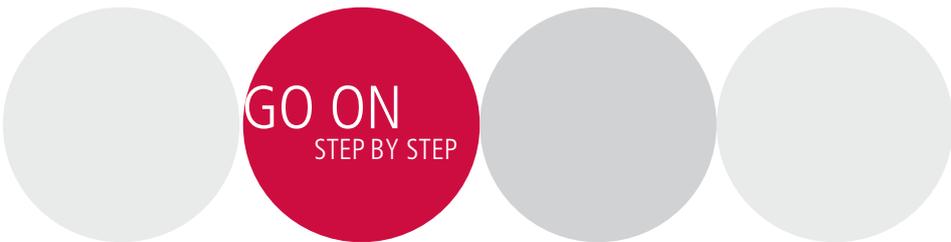
>>> Before you can actually take concrete action, you first have to actively and systematically listen to what is being said. The most important platforms such as Facebook, Twitter, Xing, RSS feeds, specific forums and blogs have to be monitored and analysed with suitable monitoring tools.

What is being said about my company, my products and corresponding, specific needs etc. on the web? Can a trend be recognised? Are there clear patterns that indicate a grievance or nuisance that could be remedied? Avaya has developed a social media management software to allow all this – the Avaya Social Media Manager. <



AVAYA SOCIAL MEDIA MANAGER

>>> The Social Media Manager monitors events on various channels (e.g. Twitter, Facebook, RSS feeds and other apps). Each interaction is forwarded to the Avaya contact centre for processing. The Social Media Manager contains a toolkit with a sophisticated media processing technology to identify the language and relevance of the message, to detect spam and classify information. The context module represents the context information of the chosen public website of the social network platforms, for example Facebook or Twitter, as well as additional internal databases. This gives the agent or expert a complete customer profile and a better understanding of the manner of contact via the social medium. <



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Identify anonymous surfers – and lead to the desired result

>>> Can you still remember? When you used to walk into a shop and you stood in front of the counter and the salesperson behind it. If you wanted to examine a product, the salesperson gave it to you and explained how it works, its benefits, etc. This scenario is inconceivable today. You walk into a store, thousands of products line the shelves and there's not a salesperson in sight. It's a bit like this on the Internet too. The consumer skips from page to page, views the products and other information and remains anonymous. It is becoming increasingly difficult for providers to stand out from the crowd, and for customers to find the product they are looking for. It has to be possible to subtly address and identify anonymous surfers on the website.

Avaya has come up with a software that allows you to offer a potential customer a live chat or a call back whilst they are still surfing your website after a certain time or depending on a choice of topics.

In the chat you can then present the relevant pages to the customer or take over some of his work. Experience has shown that companies offering this active support on the web can greatly increase their turnover in a short space of time. <

AVAYA AURA WEBCHAT SOLUTION

>>> A customer clicks on a chat banner that interactively appears on your website. The chat request is immediately forwarded to a free agent in the contact center. They open the chat line and start the communication with the customer. The agent can hereby transmit both static and video information. Should the written form prove inadequate for sensible communication, the customer can be offered a telephone call with the call-back function. <

A focus on the human dimension

>>> The agent can bring together social media and classic forms of relations management today with the right technology. The new Avaya-Aura-Contactcenter-Solution offers this technology. This solution lets you collect, analyse, compact and process information. In future, it will be possible to generate and identify potential leads via social media and turn these into a one-on-one consultation. <

T&N – IDEAS THAT HELP YOU PROGRESS

Talk to us about the customer requirements of tomorrow so that you can start exploiting the opportunities offered by social media in your contact centre.

Bruno Schmed is looking forward to hearing from you:

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