



# OpenScape Contact Center Social Media Solutions

Handle social media in your contact center like any other channel for optimal sales, service, and support



## Build customer relationships on their terms

Engage with customers and influencers on social media to provide exceptional customer service and protect your brand.

Whether you like it or not, organizations such as yours have to contend with people that are readily willing and able to voice their opinion about you and your products and services - whether good or bad.

Customer service and support organizations now have to wade through a steady stream of highly visible comments from people on social media that can be extremely influential.

The OpenScape Contact Center Social Media Solution will help you navigate the social web to find impactful posts and to deal with them quickly and efficiently using existing contact center resources.

### Engage with customers and prospects where they live – on Social Media

Social media interactions can be personalized even further by presenting agents with valuable information. For example, we can present the person's Twitter profile (tweet history, number of followers), contact information from LinkedIn, and location information from Google Latitude to the agent, thereby allowing the agent to provide the most personalized service possible.

“Businesses must understand that social media is no longer just a marketing initiative for generating leads. Businesses are now focusing on how social media, combined with customer service and other revenue-generating initiatives, can help make the relationship between a company and its customers more effective for both.”

Sheryl Kingstone  
Yankee Group

Yankee Group conducted groundbreaking research examining how social media is changing consumer behaviors and what businesses can do to succeed in a connected world:

- 80 percent of consumers surveyed believe that businesses should review social media sites to see what people are saying about them
- 70 percent of consumers want to be able to leverage social media to access company experts
- 58 percent of consumers say regular communication with a business via social networking sites improves their loyalty to that business
- 67 percent of employees need more tools to track and manage their social communications for business purposes

### Proactive customer care

Proactively reach out to and engage a customer who is having a negative experience. Leverage our contact center tools to manage the situation before it goes viral.

### Twitter

Our Twitter integration solution incorporates real-time information from Twitter to help your agents deliver better service or sell more products.

Tweets sent to your company account can be analyzed based on keywords and/or hashtags and then routed to the most appropriate agent using OpenScape Contact Center’s skills-based routing engine. The tweets are presented within the agent desktop screen and the interactions are monitored using standard monitoring and reporting tools.

Agents can answer tweets via the company Twitter account and take advantage of corporate approved responses and other agent tools; perhaps suggesting a callback or use of other media if required.

Take it a step further and monitor general (unrestricted) twitter traffic (the “twittersphere” or “twitterverse”) with the help of a social media listening platform.

Tweets mentioning your product or brand, sent from any account, with or without hashtags, are captured, filtered, and routed to the contact center for action.

### Facebook

With over a billion subscribers, you can see why bringing Facebook into your customer service, support, sales and marketing strategies is vital.

But how do you make sense of it all? With the OpenScape Contact Center Social Media Solution you not only monitor what’s being said about you and your products on Facebook, but you filter out the important posts, categorize them, and only then do you send to an agent to engage.

The amount of time saved is astounding. And it’s all measured and reported on like any other channel. We provide you with the data you need to make continual improvements to your Facebook channel.

## Benefits

- Engage with customers where they congregate
- Proactively respond to negative posts before it goes viral
- Requires minimal agent training as they use their existing Agent Desktop
- Measure and track social media interactions like any other channel in your contact center
- Monitor and manage public perception of your company and products with contact center staff that's already trained to provide customer service and support

## Key Features

- Social media listening platform based on keyword search
- Analyze, categorize, filter, and prioritize social media
- Route relevant social media to agents using the multi-channel skills based routing engine
- Agents use their existing OpenScape Contact Center Agent Desktop to view and respond to social media
- Managers use their existing OpenScape Contact Center Manager Desktop to manage social media in real-time and historical reports



OpenScape Contact Center Social Media Solutions allow agents and managers to handle social media like any other channel.

## About Unify

Unify is one of the world's leading communications software and services firms, providing integrated communications solutions for approximately 75 percent of the Fortune Global 500. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and enhances business performance. Unify has a strong heritage of product reliability, innovation, open standards and security.

[unify.com](http://unify.com)



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