



Tailor Exceptional Service by Interacting with Social Channels for Customer Feedback

Social media represents the fastest growing segment of the Web with more than 1 million new posts and comments created online every day, 1,500 Twitter “tweets” occurring every second, and over 60 percent of Americans using it. This rapid influx of online conversations and adoption of new social technologies has given rise to a new customer relationship channel. However, unlike other service channels like phone, Web, chat, or email where customers reach directly and privately to out to you, online conversations involve consumers publicly praising or braiding your brand to the world.

When thinking about this new social CRM channel how do you and your organization:

- Begin to address social media?
- Listen to and learn from social dialogue?
- Find online service and support issues?
- Effectively respond and resolve consumer issues online?
- Keep pace with the instant speed and response expectations from social channels like Twitter?
- Build relationships, advocates and loyalty through social channels?
- Return value to your organization through social media engagement?

56 percent of Americans that use social media feel both a stronger connection to and better served by companies when they can interact with them in a social media environment and over 40 percent of these users believe companies should use social networks to solve their problems and solicit feedback on their products and services.

Cone LLC

RESOLVE ISSUES, MANAGE RESPONSES, IMPROVE LOYALTY, STRENGTHEN SERVICE

Visible Technologies truly understands the dynamics of providing effective service and support through social media channels. Our truPULSE and truVOICE applications make it easy for customer care organizations to sift through the vast amount of online conversations and consumer opinions to uncover and address the essential nuggets of consumer feedback, advocacy and insight regarding their offerings, service, and brand experience. Armed with this actionable intelligence and the ability to directly engage with consumers online from our applications, you can strengthen service and support, retain customers, resolve issues, and build brand loyalty.

Strengthen Service Through:

Unfiltered Feedback - gain honest, uncensored customer feedback to improve service and offerings and discover new product and feature opportunities

Problem Resolution - boost customer satisfaction through early online detection of dissatisfaction and quick and effective response to consumer issues

Online Response - retain customers and increase their satisfaction and loyalty by interacting with them in their preferred online communication channel

Increased ROI - leverage this additional service and support channel for call deflection savings and community support resolution

Managed Workflow - efficiently track, route and manage participation in social media conversations via a CRM – like workflow interface

Expert Guidance - receive support from a dedicated team of social media experts and service professionals who will help ensure that you are monitoring, tracking, and engaging with the social media discussions most relevant to your customer care objectives

