

Social Media meets Customer Interaction Management

Social media is among the most talked about technology topics today. Social communities like Facebook, Twitter, LinkedIn and others have empowered consumers to engage in conversations about their experiences with companies and products like never before. The process by which organizations monitor and manage such conversations to build relationships with consumers is often known as Social CRM.

Many organizations are now determining their Social CRM strategies - how to best monitor the social web for relevant conversations and effectively engage with consumers.



Social Media as a Contact Center Channel

Since the call center is already a hub for most other forms of customer interaction, many enterprises are looking to their contact centers as a core part of their social strategy.

For companies with a smaller social footprint CosmoCom contact center technology can natively route social media interactions to skilled agents via the same business rules as other types of media and with the same level of recording and reporting.

However, for enterprises with more sophisticated social media needs CosmoCom's open approach to integrating with the expanding pool of social media monitoring and CRM applications provides enterprises with a flexible framework for adding social media into their multi-channel customer service mix.

These Social CRM applications typically provide an outlet for reporting on social media mentions, and a method (manual or automated) to identify those that need further review and potential responses. One strategy for managing the review and response process is to queue and route these mentions to a Customer Service Representative. It is here where Social Media meets Customer Interaction Management software.

With CosmoCall Universe (CCU), it is easy to integrate with social media monitoring tools for routing and handling. CCU's social media integration tools allow social media mentions to be submitted to the CCU Universal Queue, assigning the appropriate queuing rules, skills-based routing, and priority based on the particular mention. When the contact is answered by a CSR, CCU will provide a screen-pop from the Social CRM application containing the social media thread. The agents can then work directly in the Social CRM application to respond to the contact. The interaction is recorded like any other in the CCU database, and the CCU can capture the entire transaction via Screen Recording.

With the variety of Social CRM solutions on the market, CosmoCom works with her customers and partners to integrate with their Social CRM technology of choice.

Visit www.cosmocom.com and talk to us about your social media contact center needs.