



How to Socially Enable Your Contact Center

Mary received her replacement bankcard quickly. However, she was puzzled. Could she use her old card's PIN?

She called customer service. She waited. She grew frustrated. At 30 minutes, she tweeted her dissatisfaction.

Surprisingly, she received a reply right away from her bank to tweet her phone number and they would call her immediately. Within moments, an agent answered Mary's questions. Mary is a high value customer. Now, she speaks highly of her bank. Does this sound unusual? It is, but it is becoming more common. A growing number of businesses are actively serving customers on social channels, turning questions and complaints into positive experiences.

It's about time. More than 75% of consumers have posted a negative comment on a social site after a poor customer experience. Yet 70% of companies have little understanding of the social media conversations around their brand.

To deliver upon your brand promise, retain customers, and increase their lifetime value, you must deliver great customer experiences across channels—including social, mobile, phone and chat.

Poor customer experiences result when channels and processes remain in separate silos. The social channel – while the newest channel for many companies—must integrate with the people, processes, technology and other channels currently used to connect with and satisfy customers.

The social-enabled contact center leverages social interactions to build stronger relationships with customers, deliver consistent and relevant brand experiences across touchpoints, and better engage customers with employees and partners.

Social-enabled customer service requires three primary capabilities. The capability to:

1. Listen and Respond: Treat Social Media as an Integrated Interaction Channel

Most social-enabled contact centers are at the early adopter stage, attempting to “bolt on” social media as a side process. Many are experiencing inconsistent customer experiences, higher costs and negligible return on investments.

Effective social interaction within the contact center requires a systematic approach to engaging in conversations occurring on social networks. To leverage fully the transformational promise of social media, companies need to empower customer-facing service employees with technology and processes that enable customer engagement across all channels, with the right answers, at the right time.

Oracle “empowers our contact center operations by enabling our agents to join customer conversations that are happening on social sites like Twitter and Facebook, and integrate those conversations into our overall multichannel customer engagement processes.”

— Lisa Larson,
Drugstore.com

2. Be Where Your Customers Are: Take Advantage of Facebook, Twitter, and Similar Services

Facebook has become an essential piece of any organization's customer experience strategy. You need to offer the full set of interaction options to which your customers are accustomed, including:

- Self-service
- Crowd (peer-to-peer) service
- Agent-assisted service

Your solution must leverage a common knowledge foundation and support workflow and escalation, community moderation tools, and reporting and analytics. All Facebook interactions should be captured in a common customer record alongside interactions from traditional channels.

3. Build and Leverage Community: Connect to Your Customers and Growing Knowledge Processes

Your customers are an extensive source of knowledge about your products and services. Some will have deeper knowledge than your first-level agents. You want to enable customers to help each other. However, if the customer "crowd" community does not answer a question in a reasonable amount of time, the thread should be routed to a contact center agent for resolution.

Crowd-sourced knowledge needs to be unified with existing customer engagement and knowledge management processes.

With a social-enabled contact center, social content is tied to the contact record and case management processes, with integration points for the knowledgebase to enable the inclusion of community posts in corporate answers.

When you enable your customers to help each other—and tie their answers and solutions into your core processes—your organization cuts support costs and gains credible advocates.



Why Oracle?

Oracle offers the most comprehensive cloud-based enterprise social media solutions, enabling your company to build stronger relationships with customers, deliver consistent and relevant brand experiences across touch points, and better engage and connect employees and partners. These cloud-based customer service and support solutions, designed to integrate with your existing customer service business processes, are deployed quickly, reduce IT dependency, and offer a lower TCO.

To learn more, visit oracle.com/service