Dial Interactive iNsights Newsletter

Summer 2014
How Social Media &
Multi-channel Communications
Are Impacting the Contact Center

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➡ Numbers speak volumes

When Dial Interactive started to explore the next big frontier we thought the whole social media thing was a fad, however we had

to take a second look. The

Greetings!

Exceptional customer experience and achieving first call resolution are pivotal key measurements for keeping our customers happy. Doing this is a challenge, even more so when the customers are diverse, fast moving and using new multi-channels all at neck breaking speeds. Managing this stream of new communications can be overwhelming.

Social media and texting is like a data tsunami hitting the shores of our contact centers. It is moving lightning fast, quicker than any other technology adoption period. We better have a plan because this shift from voice to multi-channel communications is not stopping. In fact, voice applications are diminishing and these data apps are increasing. No longer are the days when the enterprise is pushing out services. Today the customers are driving how we communicate. They want it fast and accessible with self-service on their own mobile devices.

Each generation communicates and uses technology differently. However, the millennials are the driving force behind this shift, and we are all quickly adapting to texting and socializing as a standard. We better listen up and adjust our approach, or we will be left in the dust. In today's newsletter DI will take a look at how social media and multi-channel communications are impacting the contact center.

Thank you,
Ali Regli
Director of Sales and Marketing

numbers speak volumes, and they are staggering. See for yourself.

- Twitter has 200 million users &120 million tweets a day
- There are 1 billion Facebook posts a day
- 6 billion text messages are sent each day in the US
- By 2015, 70% of your customer interactions will originate from mobile devices
- Smartphone sales grew 46.5% in the second quarter of 2013 and exceeded feature phone sales for the first time
- 75% of enterprises allow BYOD and 100% support iOS

What does this mean for call volume into your contact center? Customers are demanding multiple channels through multiple devices and mediums to communicate with their vendors of choice. These numbers are telling us we better make the transition from voice to multi-channel response to address this shift. If you do not make it easy for them, they will go where the vendor does make it inviting and simple to engage.

Social media needs to move out of the marketing department into customer service

Up until recently, marketing departments have been the ones to "own" the social media channel. Customers are demanding and using social media in so many new ways, including customer service.

Customers today are not as likely to start their conversation with a regular service channel. They prefer to use a mobile device to reach out socially or through text. Customers expect a resolution quickly and using the phone has become so yesterday's technology.

Empowering your customer service department to become responsible for handling social media interactions because they are service-oriented and have the capabilities of managing large volumes of interactions on a timely basis. Migrating customer service using social media into your contact center just makes sense.

The list of similarities between call center and social media interactions is long. They happen in real time with a live audience; the volume of interactions is high and fluctuates; skill levels of agents need to match the callers' needs; work flow can be adjusted by technology and routing tools; interactions should be handled by trained staff; all interactions should be logged, tracked, and tied together to understand the entire "customer journey." For your CRM, reporting and measuring interactions is essential to meet key metrics and maintain a quality customer experience. These are just a few examples.

Experts agree that most contact centers have a lot to learn about how to harness the power of social media. Social media is challenging organizations to reevaluate and reinvent their approaches to customer service. Social media contact center integration starts when organizations modify their servicing strategies and processes to accommodate and bring these channels into the contact center versus the marketing department.

The contact center has the knowledge, skills, and resources to handle a disgruntled customer, this is not marketing's forte.

IS IT ALL ABOUT THE NUMBERS?

→ **Meet The Team - Molly Grosdidier**
Molly is a Senior at Creighton University and Interns with Dial Interactive.

Q. What do you like about social media and how it helps customer service?
A. Social media happens in a public forum, which is very helpful to the consumer, especially because people often share similar concerns. Social media is a great way for companies to measure feedback and interact with customers.

Q. How do you see text messaging changing how we communicate from a millennium's perspective?
A. Text messaging is more direct and to the point. It is often more

convenient than a phone call and people are often more comfortable

handle a disgruntled customer, this is not marketing's forte. Marketing is responsible for strategically building and managing the brand.

Most contact centers have yet to realize and embrace this revolution. If you are uncertain how to adapt to this shift, you are not alone, however that does not give you a hall pass. You need to adjust quickly because the competition is on this and gaining speed. Dial Interactive is quickly gaining traction in helping our clients adapt to this changing model in the contact center. DI can help. Contact us today.

→ **What your competition knows can and will hurt you. Social media is the new stealth sales missile**

There is no denying our industry is facing a game changer. Sites like Facebook, Twitter and Instagram are altering the rules and yesterday's best practices. You can see from the numbers mentioned above.

Customers are using social media to socialize their experiences in a very public way. A survey by Nielsen Online showed that social networks and blogs are now the fourth most popular online activity, more popular than email. In a recent study conducted by the Society of New Communications Research (SNCR), 59 percent of respondents said they regularly use social media to "vent" about their own customer care frustrations. That's a daunting fact when you consider that 72 percent of respondents said they use social media to research a company's reputation for customer care before making a purchase, and 74 percent choose to do business with companies based on the customer care

with confrontation over text. Some interactions are better through text while other more complex problems may still be easier over the phone.

Q. What do you like about interning at DI?
A. Interning with Dial Interactive has taught me how business and technology intersect. I have enjoyed working on the marketing materials and seeing how social media's presence in the contact center can make a positive impact with the customer experience.

Attention

Partners, Customers &

Vendors

DI wants to collaborate with you. Contact us if you want us to highlight your stories and newsworthy events in our monthly DI iNsights Newsletter.

Call today!
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experiences shared by others online.

Dial Interactive has been looking at several smart solutions that provide insights that help you plan and take action to get results. Imagine having access to what people are saying about your brand and your competition in real time directly with the customer. New monitoring/interaction applications allow you to "listen" in real time and gather critical data. Today you can view data at multiple levels, from top-level summaries down to individual posts, drill into topics, time frames, trends and post types; and understand the number of views in addition to the number of posts.

These applications can quickly impact your business both positively and negatively. For example, a leading telco was able to get valuable insights into their brand and their competitor's brands by using a social media platform that tracks daily activity in real time. They received thousands of hot leads, visually seeing disgruntled posts about their competitor's product over social media. Their agents responded to the disgruntled customers with an offer and got a 60 percent response rate and then 5 to 8 percent conversion rates. in addition, they outsold their direct sales teams.

Thanks to advances in technology, call centers can "hear" what's being said, and can easily interact with online consumers providing proactive support, as well as damage control before customer concerns and complaints "go viral." Typical social media monitoring applications feature advanced text analytics that can detect keywords and phrases that are relevant to a particular company. They can make sense out of unstructured and unfiltered information. A call center agent can monitor conversations over these sites while simultaneously viewing data in a sales app that provides in-depth product/service information to help answer questions. The agent can then post those answers to social sites including Twitter or Facebook, resolving the problem for the customer, as well as for other customers who might be experiencing similar issues.

Keep in mind not all issues and concerns should be handled publicly. Contact centers have discovered that social media sites can supplement, but certainly not replace, more traditional contact channels, especially when a customer is "flaming" online about a

problem, or when their issue is too complex to be effectively resolved via short responses from an agent on a social media site. The agent should invite social web users to email, chat or call

Call (954) 256-1818
today to discuss how
DI can help you assess what
solutions are right for your contact
center.

when appropriate.

It is more cost effective to move the conversation to the email or chat channel than it is to have a customer call the center, but there will be instances when a meaningful phone conversation will turn a disgruntled or confused customer into an advocate for your organization and help the organization defuse a branding image problem. Building a strategy engaging these many touch points in your contact center is important. Beyond voice, there is social media, chat, text, email and instant messaging. All these touchstones need to be integrated into the contact center as well as your CRM. Dial Interactive is excited to help you plan your strategy.

Use text messaging for issue resolution - It's a smart choice

Issue resolution is always important for customer service and sustaining brand loyalty. Dial Interactive had to take a step back to really dig into the numbers above to realize how important it is to embrace text messaging for issue resolution, not to mention how it would have saved ourselves personal time too.

A new study shows that three-quarters of consumers said they would rather text with a customer support agent than correspond with them through social media."In today's world, consumers increasingly prefer texting in both their personal and business lives, and they are clearly seeking text conversations as a fast, efficient customer support option," says Meredith Flynn-Ripley, founder and CEO of HeyWire Business. "The research highlights what many of us feel today-no one has time to wait. Customers

are expecting real-time responsiveness to their support issues and want solutions that provide immediate answers."
Brands need to adapt to customers' communication preferences. Your company can resolve customer problems quickly and more

cost effectively by integrating text messaging rather than relying on typical voice centers. Using text messaging in the contact center allows your agents to simultaneously communicate with multiple customers to resolve issues quickly. It is simple and effective.

Text analytics also provides insights for new revenue opportunities. Text messaging and social media are equally important and popular so you need to accommodate both. This demand is growing and enterprise companies are realizing they too need to build a servicing infrastructure and organization that enables them to respond. Dial Interactive has uncovered some smart cloud based tools that will give you both. Call us today so we can help you implement a smart strategy.

WHY CAN'T I TEXT YOUR CALL CENTER?
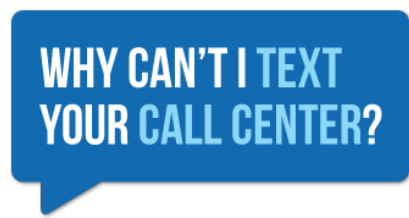
Dial Interactive Can Help

Does one more initiative for your contact center add to your stress? DI can help! Dial Interactive has conducted numerous Contact Center Consulting Services for operations of all sizes. We can assist you in reviewing your operational requirements, vetting vendors, and recommending the products and services best suited to meet your overall business needs. Call us today to help you ask the right questions, uncover solutions and forecast the right path for you.

On behalf of the DI Team, thank you for taking the time to read DI iNsights. We are passionate about what we do and providing quality content. Please contact us if you have any questions or want us to help you with your contact center technology needs.

Warmest regards,

Ali

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Call (954) 256-1818 today to discuss how
DI can help you assess which is the right solution for you.