

# Aspect® Professional Services Social Media Channel Integration

The Aspect Professional Services Social Media Channel Integration offering enables organizations to capture, route and respond to information posted by customers who are using social media channels, and provides options for measuring social media performance, planning, and scheduling enterprise social media participation and responders.

Not only does Aspect Social Media Channel Integration allow your organization to realize the full operational benefits of monitoring by integrating social media with your overall customer contact strategy, it complements and enhances almost any social media monitoring tool you have in place.

Basic Social Media Channel Integration services from Aspect set the stage for a socially proficient enterprise with a Social Media Application Design Workshop. During this session, you'll gain a foundational understanding of how to apply the benefits of a social media integrated contact center platform. Aspect Professional Services integration experts will then create and configure your email service as a transport for inbound social media postings that are intercepted by your social media monitoring solution, and demonstrate how to blend social media response into your day-to-day operations. You'll learn about reception and routing of inbound social media alerts and how to configure your system to enable your agents to respond to email and any other existing services, such as voice.

## Better Customer Communications through Aspect® Unified IP® Intelligent Routing

An Aspect Unified IP contact center infrastructure is the required foundation for seamlessly managing social media communications across multiple customer contact channels. When your solution combines unified communications (UC), collaboration and social media functionality with capabilities such as intelligent routing, you have the formula for customer-company dialogue that can quickly get to the root of issues and concerns and resolve them in short order.

With Aspect Unified IP, business rules for intelligent routing can be determined based on agents' social media skills as well as other specializations such as products, languages and geographies. For example, an agent trained to use Twitter might be the best person to respond to a consumer who tweets a product question, while an escalation specialist may be the best person to respond to a negative forum posting about a product experience from a highly influential customer.

Through social media monitoring and analysis, a post on the social Web that matches your defined criteria for key words and concepts, poster sentiment and influence, or other metadata is sent to the contact center. Aspect Unified IP receives the incoming alert and applies preset business rules to intelligently route the customer issue within the contact center or the extended enterprise.

## The Extended Customer Issue Resolution Network

Integrating UC technologies, such as Microsoft® Lync™, to Aspect Unified IP enhances collaboration between customer experience contributors. If Aspect Unified IP uses workflow rules to route a social media alert to the most qualified contact center agent but the customer issue is too complex, ask-an-expert capabilities put additional insight within easy reach. The agent can view a list of available supervisors or subject experts and click to connect to the right person with the right information at the right time. Real-time collaboration works together with intelligent routing to significantly increase first contact resolution potential.



## Highlights

- Identify the potential value of each social media engagement with a consumer
- Understand what issues mandate a response and by whom
- Maintain a flexible engagement environment – business rules can be reconfigured on demand
- Harvest social engagement history and use it for workflow forecasting, scheduling and training
- Establish social media key performance indicators (KPIs) such as handle times and response criteria
- Link social media engagement to customer satisfaction and loyalty





Social media analytics has identified a post that contains a key word or concept, reflects a targeted sentiment and reveals the poster influence. The post is routed to Aspect Unified IP where a business rule might prescribe a direct response or an escalation. Within the contact center, resources are identified and made available to initiate a response. The person with the specific skills, knowledge and authority needed to manage the interaction for the best outcome directly handles the issue, the response is tracked and enterprise stakeholders can view the interaction results.

## Key Enterprise Benefits

- Better oversight of the social media conversation
  - Unify and solidify the voice of the enterprise within social channels
- A more complete view of customer opportunities and challenges
  - Integrate insight from social media and other customer contact channels
- Informed enterprise social media response strategy
  - Forecast and plan your social media response with visibility into performance that identifies opportunities for improvement

## Additional Services that Optimize the Workforce for Social Media

### Staffing

Along with new opportunities to improve the total customer experience and increase loyalty, social media alerts introduce the need to adjust staffing to manage the work volume. Aspect can integrate email alerts to workforce management (WFM) to enable optimal forecasting and staffing levels and provide intra-day performance data within standard WFM reporting. Integration services include:

- Validate, configure and test the reporting capture interface with social media workflow items
- Advise the right WFM configuration, including resources such as forecast, staff, and employee groups to ensure effective capture and reporting of social media contacts and workload forecasting
- Ensure that standard WFM reports contain historical and intra-day social media volumes, average handle times and statistics

### Performance Management

Integrating social media contact data to performance management provides a richer collection of data for consolidated analysis and more valuable reporting and analysis of Key Performance Indicators (KPIs). Aspect integration services include:

- Develop metrics/KPIs specific to Aspect® Unified IP® social media contacts via service and or agent
- Create a dashboard/report on performance and volumes within the defined Aspect Unified IP and social media services
- Review long-term customer requirements for social media and identify any other data metrics

## Turning Social Media Monitoring into Social Media ROI

With more choices of easily accessible products and services, many of which seem the same to consumers, companies need a way to distinguish themselves. Now more than ever, creating the best customer experience is the competitive differentiator that can truly set an organization apart, command consumer attention, and win customer loyalty.

The ability to innovate ways to consistently deliver a superior customer experience is not just a survival skill; it's the key to a thriving enterprise. There is a unique opportunity for the business to organize around the total customer experience – including social media – with the contact center anchoring the customer engagement processes. Aspect's Professional Services Social Media Integration extends the contact center's history of disciplined, measured, customer-centric contact management to social media, turning social interactions into a meaningful, mutually beneficial dialogue.

### About Aspect

Aspect builds customer relationships through a combination of customer contact software and Microsoft platform solutions. For more information, visit [www.aspect.com](http://www.aspect.com).

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