



# CX Cloud

## SOCIAL MEDIA CONNECTOR

With the Social Media Connector for CX Cloud, service providers can offer their customers social messaging as contact channels to ensure the highest levels of customer satisfaction.



## The Challenge

It's Friday morning and you're in a foreign city on your way to the airport to fly home. You're not sure which terminal your airline flies out of. While in the taxi, you navigate to both your airlines website and the airports website and using the 'Contact Us' form, ask for a quick answer to your question --which terminal should I be dropped off at? Where does that 'Contact Us' form go? Is it really monitored and will an answer come quickly?

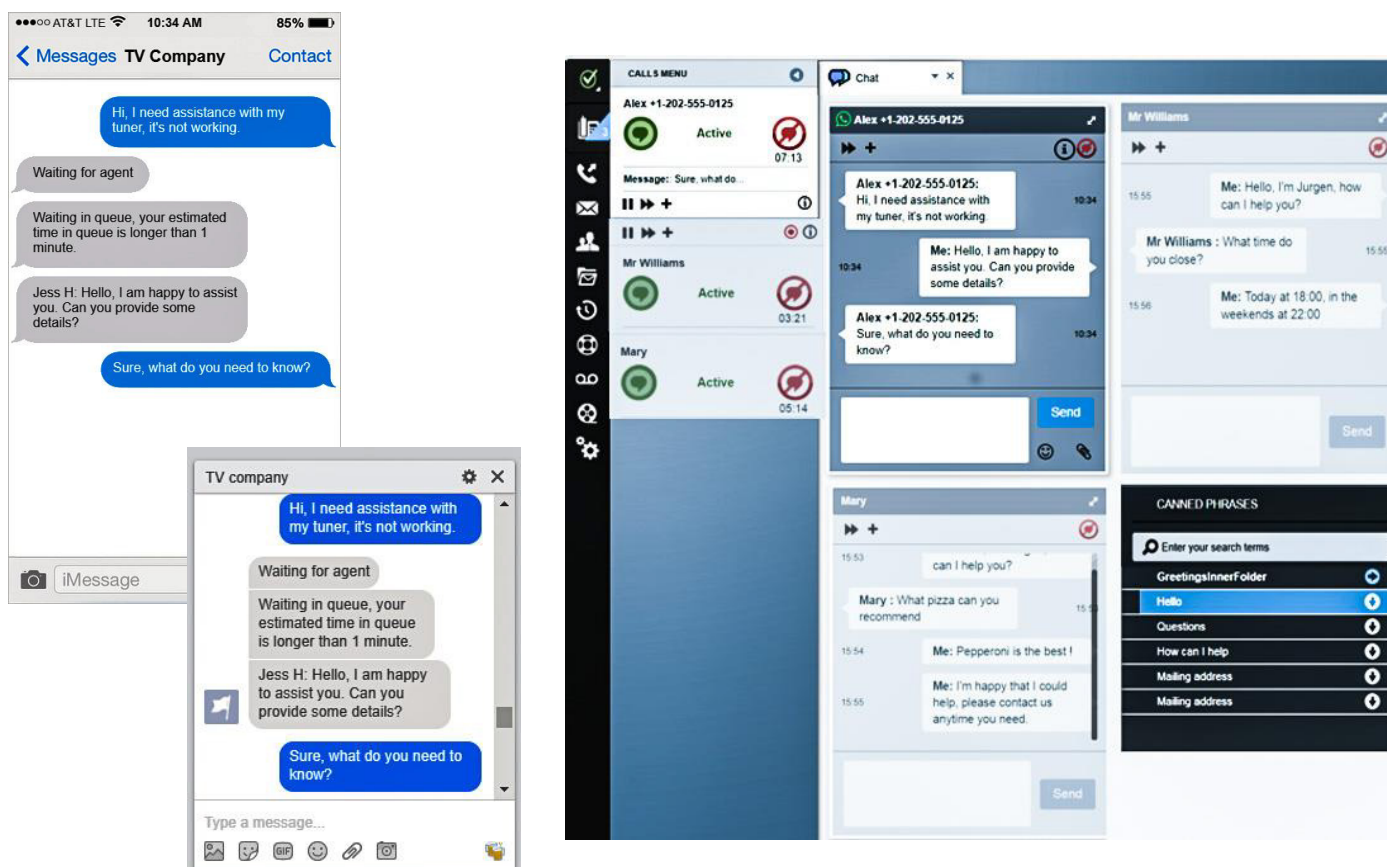
Next you try Facebook; hopefully the airport services staff will answer a Facebook message quickly. After all, they let you message them from Facebook so surely they'll reply! Or how about WhatsApp – everyone uses that now, maybe your airline customer service uses that for quick messages! You need an answer quick! But while social media seems to be the easiest and quickest way to communicate with your own network it's clearly not the way your airline communicates. Fortunately, your taxi driver knows which terminal you need and you make it to the gate on time and arrive safely home.

Funnily enough, you receive a response to your 'Contact Us' inquiry to the airline the following Monday and you never get a

response to your Facebook message from the airport services team. Why do the airline and the airport have a social media presence and offer the ability to contact them via social media messages if they're not going to respond? Why can't you communicate with the people you do business with the same way you communicate with everyone else?

## The Solution

Today's customers require businesses to be always on and always reachable. In the complex, connected global economy, 24x7 reachability should not be an impossible ask, even for smaller businesses. Fortunately, with omni-channel CX Cloud, businesses of all sizes can now offer their customers a myriad of ways to communicate – from voice and web collaboration, to email, callbacks, voicemails, web chat, and social media.



## See the Benefits

By adding Social Media interactions to CX Cloud through services like Facebook Messenger, WhatsApp, Slack, or SMS text, businesses can create a truly seamless communication path for their customers allowing the customer to choose a social message as the communication channel they prefer and the customer can use the applications they have already installed on their smartphone to communicate.

With our Social Connector for CX Cloud, the agent experience remains the same, the social interaction is routed to the best agent leveraging the same powerful workflow engine already distributing other communication interactions, and the agent handles the social interaction as a TouchPoint Web Chat.

Customers can now communicate with the social messaging applications they prefer, your agents use the same user interface to chat with the customers and social interactions are managed to contact CX Cloud service levels you define.

No more customers expecting a real time response to a social message and wondering if anyone at your company really monitors these messages or will reply!

## Available Social Channels:

- WhatsApp
- Facebook Messenger
- Skype for Business
- Skype
- Web (embeddable)
- Text/SMS (Twilio)
- Office 365 Mail
- Slack
- GroupMe
- Telegram
- Kik
- Microsoft Teams
- Cortana

41%

of millennials would be satisfied to connect with companies with SMS

Messaging apps now have more users than social networks

Key types of social customer service messages:

- Request for help
- Responding to bad customer service
- Threatening to leave or cancel

1/6

Social customer care interactions can cost as little as 1/6 of a call interaction