

IT'S TIME TO GET SOCIAL

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The Genesys Social Engagement solution is an essential building block of a cross-channel customer service strategy. It transforms social media noise into useful information that you can leverage—helping you turn social media conversations into real business benefits, while improving overall customer engagement.

Customers are currently presented with more purchase choices than ever before. Faced with myriad products and services, they are becoming more and more reliant on social media to help sort through the options and make informed decisions based on social conversation with friend, family and colleagues. Web 2.0 has created a massive new forum for consumers to analyse and sort the options with which they are presented in ever-more sophisticated ways. Facebook alone has more than 750 million active users, 50% of which log in to the site on any given day. Users on Twitter are now sending 200 million tweets per day.

Online information sharing on social media networks such as Facebook, LinkedIn and Twitter is even blurring the boundary between customer service agents and the customers themselves. Customers are adept at searching for and sharing information online. They post and answer questions in forums, express their opinions and rely on other consumers for advice. Customer service agents still play a vital role in answering customers' complex questions, but most only use the phone.

Ideally, your customers should be able to access accurate information about your business in a fast, transparent and personalized manner. They would be able to do so using the communication channel of their choice, without having to think about how to communicate with your business or having to switch between channels to do so. Equally, in an ideal world, information could be pushed to customers based on their purchase history, online searches, sentiments and channel preferences. Alcatel-Lucent knows that the key to achieving this ideal lies in a cross-channel customer service strategy with emphasis increasingly focusing on social media communications.

Genesys Social Engagement helps you effectively address customer conversations in the social web by providing access to social media activity and discussion about your enterprise. This enables you to leverage the information received while helping you boost customer satisfaction by enabling multi-channel contact with your service agents or other customer service resources across the enterprise.

Staying a few steps ahead of your customers

The first step carrying out a contact center social media strategy has to be listening to customers and observing their behavior and trends through social media monitoring. Genesys Social Engagement allows you to capture and share pertinent content across the entire enterprise, regardless of the touch point. The solution automatically monitors communications that take place via social media sites such as Facebook and Twitter, analyzing and prioritizing the content based on necessary action needed, customer influence and value, and business objectives. The analysis helps determine whether or not a customer service agent should be engaged, and if deemed necessary, an agent or other resource is alerted. For example, if your customers are reporting dissatisfaction with your company via social networks, our solution highlights this information and makes it available to the right people within your organization. In this way, your contact center or customer service agents know about a complaint or issue even before the customer calls.

An integrated, cross-channel approach

The ultimate goal for customers is to be able to find information they need seamlessly, through any channel, whether it involves social media or not. Achieving this requires an integrated, cross-channel customer service strategy. Social media is key, but for fast and effective customer service it must be managed in the context of the entire customer's experience and history across channels. This is why we combine our Genesys Social Engagement solution with the [Genesys intelligent Customer Front Door](#) (iCFD), which makes this type of cross-channel customer service possible. Enterprises can use Genesys iCFD along with Genesys Social Engagement to manage social interactions and create personalized responses as part of delivering the overall customer experience across all channels.

We know what it takes

There are many steps to implementing a comprehensive cross-channel customer service strategy. Primed by our wealth of expertise and experience in the communications arena, we know what it takes to achieve a smooth, seamless customer service experience over multiple channels: fully comprehending customer needs, thoroughly training contact center agents and enterprise resources, routing queries, and rapidly responding to changes in technology. Alcatel-Lucent has a clear social media roadmap with its Genesys solutions, and can provide support as you add cross-channel and social capabilities to customer service organizations. We are able to follow through as your technology and enterprise culture evolve so that social media becomes a fully integrated part of your customer engagement strategy and customers receive a seamless multichannel experience.

Summary

Alcatel-Lucent is changing the customer conversation in the realm of social media, and analysts have certainly taken note with our Genesys social media solution. Social media channels are an important element to manage in helping your business build an integrated, multi-channel customer service strategy. With Genesys Social Engagement you can better monitor your customers' conversations online and get pertinent information routed to the right contact agent or resource, keeping you several steps ahead of the game.