

# ice Contact Center Social Media Integration

Transform customer experiences by proactively resolving customer frustrations on social media.

More and more customers are turning to social media when contacting an organization. They are using the communication platforms they are used to in their everyday life and expecting increased customer service when their issues are exposed in public.

Optimize customer communications by queuing social media messages with ice Contact Center, ensuring all interactions are handled and routed to the best-equipped employee.



## Benefits of Integrating Social Media with Your Contact Center.

### Increase customer satisfaction

Respond to social media interactions faster and with consistent messaging. Queue interactions to the most appropriate agent to efficiently respond to customer demands.

### Increase productivity

Automate social monitoring for messages and responses through ice Contact Center to reduce time spent switching between applications.

### Reduce employee training time

Users can seamlessly handle social media dialogue using the same ice tools they are familiar with, reducing user training time.

### Improve response rates

Monitor and route social media interactions to ensure customers are receiving the quickest response rather than waiting for an employee to check social media.

### Greater accessibility to customers

In 2018, Facebook had 2.23 billion monthly active users, and Twitter had 326 million monthly active users worldwide<sup>1</sup>. Communicate with customers on channels they are already using.

### Standardize brand message

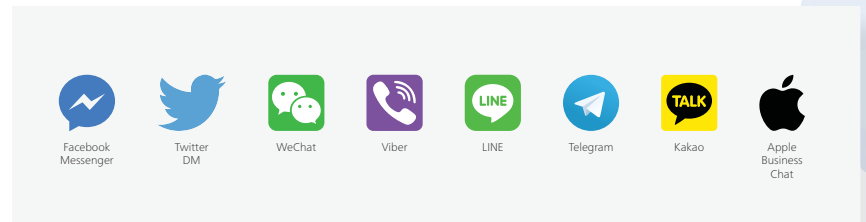
Uniform brand messaging across social platforms using the contact center as a unification tool.

# ice Contact Center Social Media Messaging

**Connect** with customers in real time across all supported social media channels.

ComputerTalk offers two types of social media interactions: messages and posts. Messages are real-time communications where customers expect instant responses and a fluid back and forth conversation.

**Eliminate** the need for additional user training by presenting incoming social media messages as IMs.



## Real-time channel switching

Unify customer experiences by linking customer profiles across channels. Customers can effortlessly switch from one messaging channel to another in real time, maintaining the same conversation with the same user. Conversation history will persist across messaging channels that support silent send.

## Efficiency functionalities

Users can handle multiple social media conversations at the same time, similar to how they can handle multiple chats. Functionalities such as canned responses, screen pop, and transcripts are available with social media messaging for increased efficiency.

## Buttons, lists, and menus

ice Contact Center's social media integration supports buttons, lists, and menus. Buttons can be used for payments, location requests, info requests, and more. Lists present purchase options or information in a structured manner. Persistent menus enable customers to perform common actions quickly.

## Channel expansion

Grow your communications with your customers by adding new social media channels. When a new channel is added to the ice platform, your organization is able to easily incorporate it into your contact center. All social media messages are handled by users the same way regardless of the channel.