

# SOCIAL CUSTOMER SERVICE

## Serve your customers consistently through social media.



Consumers are increasingly using social media as a communication channel to interact with companies. By developing a solid presence on social media and using messaging platforms, you give your customers more options to attend to them and solve their doubts or queries, strengthening the bond and building loyalty.

**By adding social media along to other channels you already use in your Contact Center, success is guaranteed.**

Interact through Twitter, WhatsApp, Telegram and Facebook Messenger as part of your omnichannel strategy. Reduced interaction time, more natural conversation, serving several customers at the same time ... these are just some of the advantages of Social Customer Service.

### 01 Respond quickly and consistently to social media mentions

Timely monitoring of mentions of a brand or a company's products on social media can make the difference between creating loyal customers and viral disasters.

### 02 Act intelligently

EVOLUTION can query your CRM or other information systems to determine customers' contact preferences, permissions, importance and other vital details to determine which communication channel is best for contacting them.

### 03 Interact proactively

EVOLUTION brings social media and your contact centre together to make customer service more consistent and engaging. It automatically detects when customers reach out to you on social media to request service, ask questions or report issues and routes those queries to the person best placed to deal with them..

#### TWITTER

Its main function is to interact and bring support to your customers. It is not a platform that seeks to promote products or services directly, but it is a channel that shows seriousness, so it is a good touchpoint for those seeking to solve a problem or have any questions.

EVOLUTION allows the treatment of tweets from direct messages (DM) and mentions to a monitored Twitter account. It also allows the management all the tweets resulting from a search on Twitter (hashtags, words, users, ...).

#### WHATSAPP

The WhatsApp Business solution is a valuable and powerful tool for communication: it is the easiest and safest way to connect with your customers through the most popular messaging platform in the world.

Send images, videos, files and more to complete processes more efficiently. You can track interactions, obtain relevant data from each customer and automate the sending of notifications to implement sales and loyalty actions.

We work with an official WhatsApp Business API provider that hosts the data in their data centers, complying with the RGPD and ensuring total data protection.



## TELEGRAM

Telegram is a messaging app similar to WhatsApp, but with additional functionalities. Its main characteristic is the invulnerable data encryption system, a fact that gives more confidence to some users that use it as the main channel for messaging.

It offers many possibilities: from one-way communication to marketing, advertising and segmentation campaigns. You can send audio, text, images and videos to facilitate the conversation.

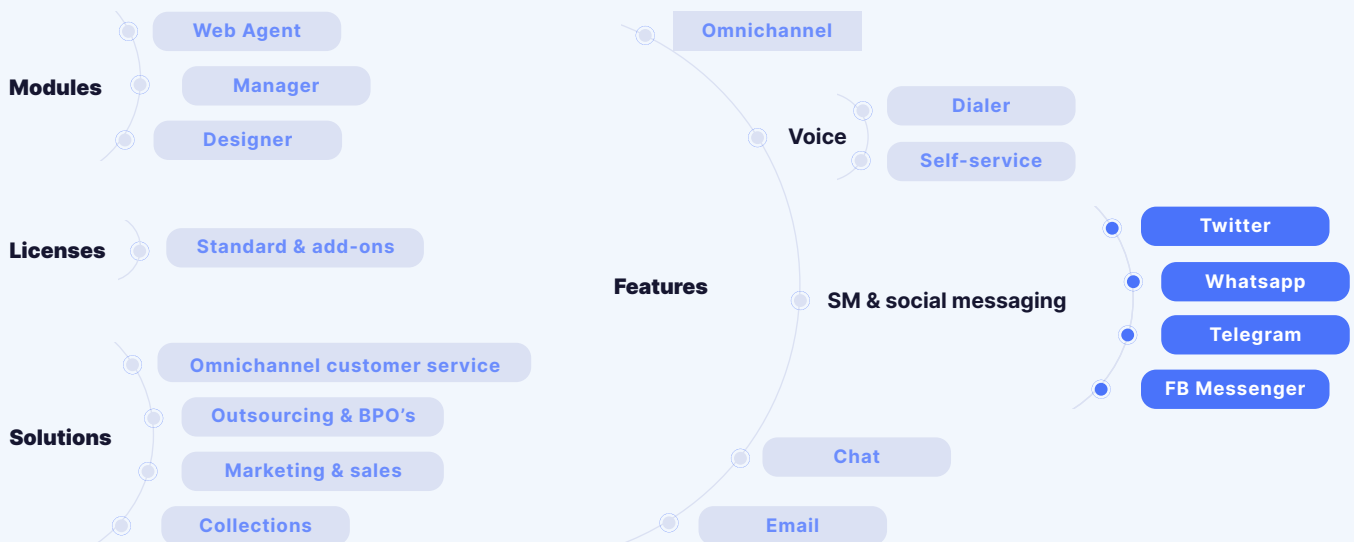
## FB MESSENGER

This app inspires confidence because of its track record and scope. Facebook has more than 1,300 million users, and many of them take advantage of this platform to contact companies. Use FB Messenger linked to your Facebook Business Page to provide immediate assistance that improves customer satisfaction.

Although communications through this channel are asynchronous, the customer who is contacted through this social media channel expects immediate responses. You can approach it with pre-determined messages that answer frequently asked questions and allow agents to focus on crafting answers for the most complex cases.

Users can interact from mobile (iOS and Android) and desktop (MacOS, Windows and Linux).

## Product map



At ICR Evolution we help you **connect with your customers in an agile, simple, efficient and productive way**. Our EVOLUTION software allows you to **be where your customers are**, at the right time and in the most natural way, offering a 100% omnichannel customer service experience.

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