

# The Social Experience



Revolutionizing the Contact Center to Engage, Influence and Monetize Every Customer Interaction

Let's face it — the customer relationship has changed. In today's digital, social and interactive world, consumers want access to companies on their own terms. While phone and web channels remain vital to customer service, consumers are increasingly seeking assistance through social communities as well. Whether adding a compliment to a brand's Facebook wall, tweeting about a negative customer experience or posting a customer service question through a user forum — the social consumer now controls the conversation.

But marketers aren't completely powerless. Every time a customer interacts with your brand, you have an opportunity to influence repeat purchase behavior, shape brand perceptions and create brand advocates for life. And that's where the contact center comes in. In an era where companies are still trying to figure out their social engagement strategy, harnessing the power of the contact center to transform customer service touchpoints across phone, online and social channels may sound like a daunting task. But with careful planning, you can consistently and repeatedly drive ROI while improving customer lifetime value across the social channel.

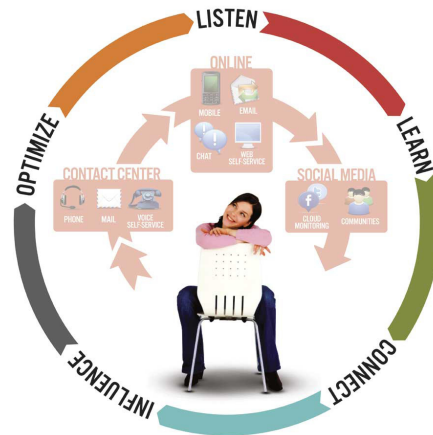
## Listen

Start by monitoring the web and assessing the social landscape for sentiment, issues and popular topics of discussion. By tracking the social conversation, you'll gain a better understanding of your customers' questions, concerns, needs and wants — all while bringing critical issues and opportunities to your attention so they can be quickly addressed before going viral.

## Learn

Now that you know what's being said about your brand, you need to understand who's saying it. Evaluate the social landscape to determine your brand influencers, advocates, antagonists and celebrities. How many followers do they have? Have they reached out

to you before across other communications channels? Have you captured previous transactional and behavioral data from them? By taking a moment to better understand the social consumer through the use of data and advanced analytics techniques, you'll uncover valuable insight to help inform your customer engagement strategy.



## Connect

Once you have a complete view of the social customer, you're now ready to join the conversation - responding in real time to inquiries and complaints through an engaging and personal conversation that is transparent, timely and consistent with your brand. But don't forget to help your customers, partners and dealers connect to each other as well. By establishing support and innovation communities, you're encouraging community members to contribute ideas, share experiences and offer advice.

## Influence

The goal of any engagement is to strengthen the consumer's level of involvement and intimacy with your brand. While the days of controlling the marketing message are long gone, brands still have the power to improve customer sentiment and increase customer lifetime value by turning a negative experience into a positive one. Best of

all, by positively influencing the social consumer, word of mouth will spread and pay dividends long after the initial customer interaction is over.

## Optimize

To ensure each customer interaction is more intelligent and engaging than the last, continuously refine and enhance the social experience. Update your knowledge base with real-time information that can be accessed by your customers across web and social channels as well as by marketing, customer care and PR teams. Apply quality monitoring techniques to benchmark each interaction against your defined customer experience. And use information captured to inform product, marketing and customer service decisions while gaining a more thorough understanding of your customers and the reasons why they interact with you.

By following this simple process, you'll help ensure your brand remains strong, relevant and a valuable asset. After all, the most important customer interaction is the one that's going to happen next. Are you ready? ■

### ACCENT Marketing Services, LLC

ACCENT, a member of the MDC Partners Network, is the performance marketing company for marketers who need to maximize their brand's ability to engage with consumers and influence behavior, while generating a better return on their investment. The company's data-driven approach transforms customer service touchpoints across the phone, online and social media channels into powerful relationship and brand-building tools.

For more information about ACCENT, visit <http://www.accentonline.com> or call 866.623.0018.