

Avaya Social Media Manager

How do you know which social media conversations are most relevant?
And how can you turn them into a great customer experience and create new revenue opportunities?



AVAYA

INTELLIGENT COMMUNICATIONS

Your company is being talked about on Twitter, Facebook, blogs and other social media channels — potentially hundreds of thousands of mentions or posts. But how many of those discussions really need your attention? If you don't know, you're gambling and your company's reputation is on the line. One unhappy customer can create havoc through the viral power of social media.

Many tools are available for *monitoring* social media conversations. But you still need to sift through the thousands of posts provided by these listening engines to discern the really important conversations — ones that are actionable in a measurable way. Without such a capability today, you have a significant blind spot in your customer intelligence. Or, if you're having your teams manually review those thousands of posts, you're wasting valuable resources.

Avaya Social Media Manager addresses this challenge head-on. With it, you can connect seamlessly to social media channels and detect social media conversations that relate to your products, services,

customers and prospects. But what really sets Social Media Manager apart is:

- You can filter, distill and analyze social media posts, identifying those that are most important and actionable.
- Those messages are automatically distributed to the contact center agent or specialist anywhere in your organization who is best qualified to respond.
- And, best of all, those mentions and responses are tracked and reported on through your Avaya Aura® Contact Center reporting tools.

With these capabilities, you reduce the risk of missing vital customer posts. You maintain a more

consistent customer experience through all customer touch points — voice, e-mail, Web or video chat, and social media channels. And, you can identify new revenue-generating opportunities while measuring the impact of social media on your organization. Social Media Manager effectively becomes a focal point for all your social customer interactions, helping you elevate the customer experience across the board and quickly identify sales and service opportunities.

Intelligent filtering and classifying

Social Media Manager applies customizable filters to social media mentions to eliminate spam, analyze

mention relevancy and classify by language and other attributes such as sentiment.

It also classifies social media mentions using social (external) or internal context, thereby providing a more complete picture of the customer and a clearer understanding of how the social media contact is taking place:

- Social context might include a customer's activity level on Facebook or Twitter, influence or social following, or even post history or location.
- Internal context could involve accessing your company's other enterprise systems or databases for things such as order history or customer profile.

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In these ways, social media mentions are combined with other information to give you a broader snapshot of a customer or prospect and a clearer understanding of context at the time you interact with them, enabling you to provide improved customer service. Social Media Manager also allows you to link to your customer relationship management applications to identify potential new products or services of possible interest to each customer.

Based on this analysis and categorization, Social Media Manager routes the mention to the function within your organization that is best equipped to respond, such as sales, customer service or marketing. With Social Media Manager, all these variables are handled automatically so that you can respond quickly and with the appropriate specialist skill level and the right message.

Customizing and measuring your response

Social Media Manager makes it easy for you to customize a response to actionable customer posts. For example, if the customer is using Twitter or Facebook, your agent or specialist receives an e-mail

containing the text from that post, along with whatever profile information the customer makes publicly available — Social Media Manager collects that information automatically.

That information can be linked to your internal customer database or sales management system to give your agent or specialist a more complete view of that customer's previous interaction with your company. Based on this comprehensive picture, your agent or specialist can use Social Media Manager to respond directly to the mention, whether it's Facebook, Twitter or another social media channel. All this, while ensuring your total social media interaction is tracked and remains in your control.

With Social Media Manager, you not only have an effective way to respond to your customers, but you can now measure *how well* you respond. Just as traditional contact centers track how long it took to handle a call or e-mail, whether or not the situation was resolved, what the response was or if an attempt was made at all, you can gain the same level of insight into your management of contacts initiated through social media.



Learn more

To learn more about Avaya Social Media Manager, please contact your Avaya Account Manager or Authorized Partner or visit us at www.avaya.com.

About Avaya

Avaya is a global leader in business communications and collaboration systems, providing unified communications, contact centers, data solutions and related services to organizations of all sizes around the world. For more information, please visit www.avaya.com.

New ways to respond in real time

It's not always best to communicate with customers via social media channels. For example, a financial institution might find it necessary to confirm who a customer is and respond to him or her privately with personal information.

In cases like this, our Social Media Widget — a component of Social Media Manager — enables an agent or specialist to elevate communications originally started on public social media sites to a voice or video call, e-mail, chat or instant message without the need for a phone number or e-mail address. The customer simply connects to your company's Social Media Widget from his or her social network page. With this capability, the public response aspect of social media is converted to real-time one-on-one

communications. Customers could even have the opportunity to make an immediate purchase online.

Tailoring a solution for you

Ready to make customer service a competitive edge by managing your social media opportunities in an entirely new way? We offer more than just software. Avaya Strategic Consultant social media experts can help you assess how and where social media is being addressed in your organization currently. We can help you develop and operationalize a social media strategy — and then measure the success based on pre-defined critical success factors and key performance indicators. Understanding both the business and technical aspects of social media is critical to your success, and Avaya can help.

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