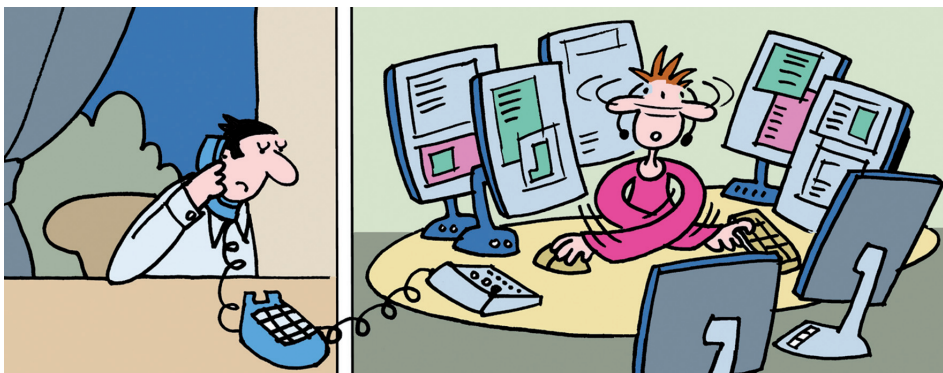


A One Poll survey confirmed earlier this year that more consumers are going online for customer service help – with 75 per cent turning to Google for company information, compared with just eight per cent calling a helpline. Nearly half of respondents said they used social media for customer service and a third said they had publicly complained about a company online. With 52 per cent of respondents expecting companies to be monitoring social media channels, it is clearly an area you cannot ignore.

There are tools out there that are responding to this need. Companies can instantly monitor and capture conversations about their brands on Facebook and Twitter; and monitor blogs, forums and discussion groups. Using built-in social analytics, agents can prioritise interactions across any channel and tailor support strategies to meet changing sentiments on the social web. The applications run in the cloud and can be scaled from just a few users to millions of page views.

As Facebook has revolutionised the way we interact socially, products like ours are also changing collaboration habits in the workplace. Social features like profiles, status updates and real-time feeds allow employees to “follow” documents, people, business processes and application data.

The next generation of enterprise cloud computing is social, mobile and real-time. Workers are increasingly inundated with information, but as businesses wake up to the productivity gains that come with enterprise social collaboration, the applications used will



Courtesy Chazbrooks Communications

“The most common reason for agents being unable to provide satisfactory solutions to problems is lack of access to customer data”

become an integral part of your employees’ everyday experience.

Tim Barker, VP of Strategy, Salesforce EMEA; tbarker@salesforce.com

Good use of data means happy customers and staff



OUR latest research found that nine out of 10 customers would not buy again from a brand if they found that their customer service was poor. This

indicates that it is high time all brands sit up and take notice.

The most common reason for agents being unable to provide satisfactory solutions to problems is lack of access to customer data.

When systems are not integrated and information is not fed into a customer service database for agents to call upon in the moment of need it becomes impossible for them to glean a clear view of the customer.

So, although invoicing data may be integrated with marketing information neither is then connected to call centre data making it impossible for agents to view, for example, the latest marketing offer the customer is calling about or the bank statement that they are querying. This leaves customers and agents feeling frustrated and helpless and wondering what on earth a company is actually

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