



Social Media Customer Care

Are You Listening To Your Customers?

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Did You Know That...

78%

of 18 - 34 year olds

71%

of 35 - 44 year olds

59%

of 45 - 54 year olds

have either a Facebook or MySpace account



Did You Know That...

1.3M

The average number of tweets per hour

3.5B

Pieces of content (web links, news stories, blog posts, etc.) shared each week on Facebook

35M

Number of Facebook users who update their status each day.



Did You Know That...

2B videos served up by YouTube daily

34% of online Americans have used social media to rant or rave about a product, company, or brand

Fans are **28% more likely** than non-fans to continue using a specific product

Fans are **41% more likely to recommend** to a friend



Your Customers Are Talking

But is anyone listening?

What's the right way to respond?

What if we don't respond?

Are we missing opportunities?



Engage Social Media Customer Care
Listen

SocialMiner

Social Media Customer Care

twitter

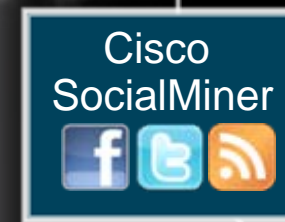
 Blogger™

facebook



Customer

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign & Engage



Social Media
Customer Care
Agent

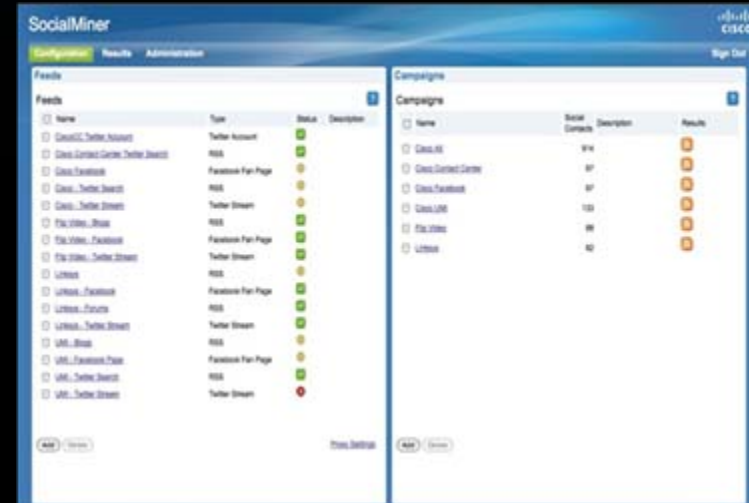
SocialMiner

Overview

- Enable proactive customer service by queuing and assigning customer posts to appropriate staff
- Complement brand monitoring dashboards

Features

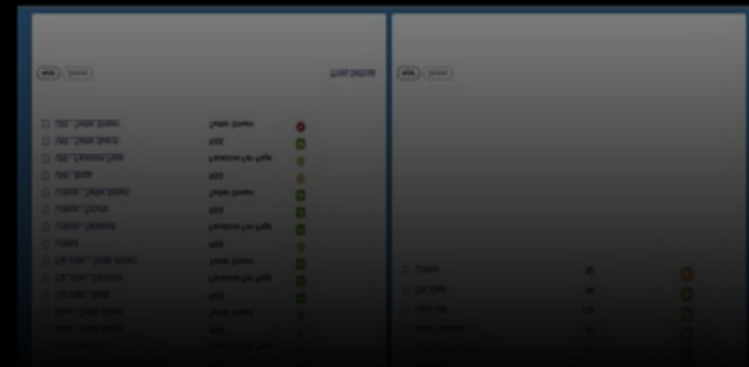
- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Conversation history
- Social media customer care metrics
- Optional Integration with full suite of Cisco Enterprise social software systems



The screenshot displays the SocialMiner interface with two main panels: 'Feeds' and 'Campaigns'. The 'Feeds' panel contains a table with columns for Name, Type, Status, and Description. The 'Campaigns' panel contains a table with columns for Name, Social Content, Description, and Results.

Name	Type	Status	Description
ClassCC, Twitter Account	Twitter Account	OK	
Class Contact Center, Twitter Account	Web	OK	
Class Facebook	Facebook Fan Page	OK	
Class Twitter Search	Web	OK	
Class Twitter Stream	Twitter Stream	OK	
Facebook, Web	Web	OK	
Facebook, Facebook	Facebook Fan Page	OK	
Facebook, Twitter Stream	Twitter Stream	OK	
LinkedIn	Web	OK	
LinkedIn, Facebook	Facebook Fan Page	OK	
LinkedIn, Twitter	Web	OK	
LinkedIn, Twitter Stream	Twitter Stream	OK	
Web, Web	Web	OK	
Web, Facebook Page	Facebook Fan Page	OK	
Web, Twitter Search	Web	OK	
Web, Twitter Stream	Twitter Stream	OK	

Name	Social Content	Description	Results
Class CC	914		OK
Class Contact Center	97		OK
Class Facebook	97		OK
Class LinkedIn	100		OK
Class Twitter	98		OK
LinkedIn	92		OK



This screenshot shows a detailed view of social media posts, likely from a 'Conversation history' or 'Social Screen Pop' feature. It displays a list of posts with columns for Name, Social Content, Description, and Results. The posts are organized into a list view, and the interface includes navigation and filtering options.

Name	Social Content	Description	Results
Class CC	914		OK
Class Contact Center	97		OK
Class Facebook	97		OK
Class LinkedIn	100		OK
Class Twitter	98		OK
LinkedIn	92		OK

Business Benefits

- Customer Service

 - Help customers in trouble

 - Turn-around poor customer sentiment

 - Identify process failures

- Sales

 - Find new customers

 - Upsell new products and services

 - Interact with customers through branded mobile applications

- Brand Management

 - Support Social Media marketing campaigns

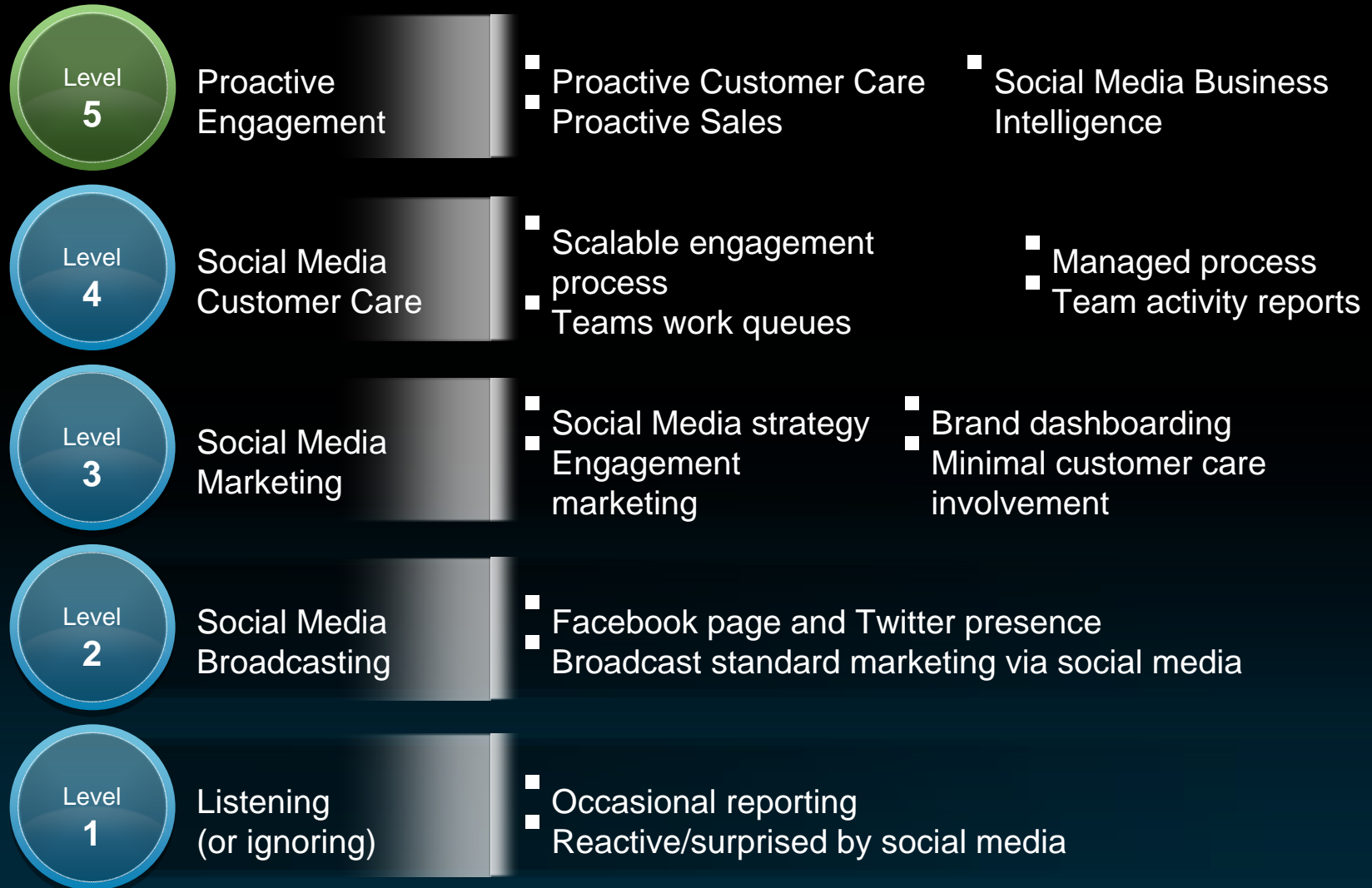
 - Increase and amplify positive brand mentions

 - Manage negative viral brand situations

 - Influence the influencers

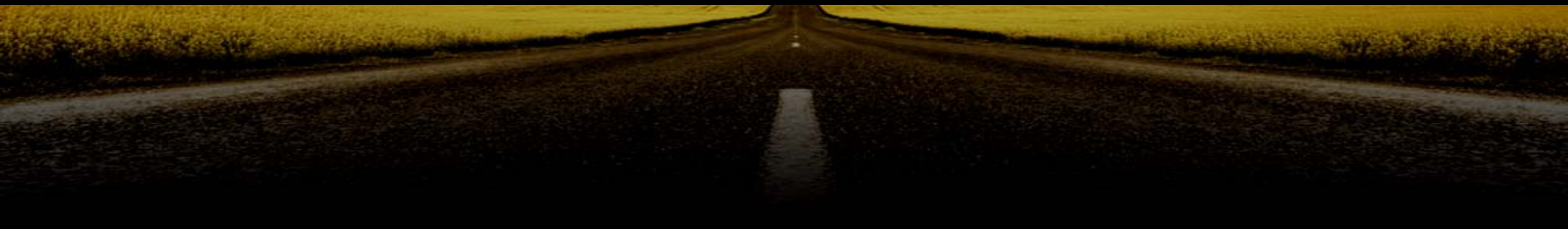


Social Media Customer Care Maturity Model



Summary

- Your customers are talking on the social web and you should be part of the conversation
- SocialMiner provides a way to structure your engagement
- Cisco can be your partner to help you develop and mature a social media care strategy
- The time to get started is now.





CISCO