

# Unified customer service with Social Media Engagement.

Break down siloed engagements for always-on customer service across all digital channels.



Social networks enable consumers to stay in contact with the entire world. As one of the most popular customer service channels, customers utilize Facebook and Twitter to ask for further information, complain or look for opinions from other users.

With Nuance Social Media Engagement solution, brands are able to combine customer engagements in social networks with digital interactions happening on the web, inside an app or through messaging. Collapsing channels enables brands to leverage one unified platform for more valuable insights that can then be used to inform and continuously improve the customer's journey in all channels.

## **Harness the power of AI to turn customers into "friends"**

Nuance Digital Engagement Platform listens to engagements happening in social networks and filters the ones that need a follow-up from an agent. The smart routing mechanism informed by the intent of the inquiry move the engagement to the agent with the right skill set. Agents have access to important information, such as history of conversations and where consumers have previously engaged, and can easily provide

assistance via social media or move an individual to another channel without losing context.

## **Leverage one view of your customers**

### **Digital Customer Engagement**

Nuance social media solutions allow brands to utilize the same platform for all their digital customer engagement, so agents always have access to the latest information, history of conversations and information about the channels a user utilizes to engage with the brand. It allows brands to connect different agent teams via one platform; for example, if a customer has to be transferred across channels, the agents can ensure a seamless transition including all the context of the conversation.

## **Social interactions with live assistance**

Nuance Social Media Engagement enables brands to listen to public Facebook and Twitter conversations and allows brands to interact with users through posts and comments, including Twitter Direct Messages. The platform filters the messages that require a follow up and automatically routes them to the correct agent with the right skillset to resolve the issue.

## **Why social media customer service is important**

- Support interactions on social **cost 1/6th** of those in a call center<sup>1</sup>
- **90%** of businesses estimated to use social media for customer service by 2020<sup>2</sup>
- When a customer tweets at a business and receives a response, they are willing to **spend 3% to 20%** more on an average priced item from that business in the future<sup>3</sup>

1. Esber, Dianne; Masri, Maher; Sarrazin, Hugo; Singer, Marc. "Forbes: Social Care In The World Of 'Now'", Forbes, July 1, 2015, Web. <https://www.forbes.com/sites/mckinsey/2015/07/01/social-care-in-the-world-of-now/#6c29b6a535a8>
2. Pettey, Christy. "Smart with Gartner/The Customer Experience in 2020", September 10, 2015, Web. <https://www.gartner.com/smarterwithgartner/the-customer-experience-in-2020/>
3. Huang, Wayne. "Twitter Blog: Study: Twitter customer care increases willingness to pay", Twitter, October 5, 2016, Web. [https://blog.twitter.com/marketing/en\\_us/topics/research/2016/study-twitter-customer-care-increases-willingness-to-pay-across-industries.html](https://blog.twitter.com/marketing/en_us/topics/research/2016/study-twitter-customer-care-increases-willingness-to-pay-across-industries.html)

**Artificial Intelligence for an omni-channel world**

A combination of interpreting hashtags and mentions, checking for prior engagements and understanding the actual intent of the question allows our platform to intelligently decide where the incoming message should be routed.

**Benefits**

Nuance Digital Engagement Platform allows brands to engage consumers effortlessly on all channels such as websites, mobile apps, messaging platforms and now social networks through one unified platform – generating comprehensive insights through one view of the customer journey.

**Seamless social media customer experience**

With millions of conversations happening at the same time, it's important for social agents to keep up with the growing demand for timely and contextual assistance in social channels. Nuance social

media solutions listen to and engage with interactions on social networks in an effortless and convenient way for the agent and for the consumer.

**Intelligent routing based on artificial intelligence**

Rules based on hashtags, mentions, and natural language understanding ensure that incoming inquiries are routed to the agent with the right skill set, resulting in immediate and personalized assistance. Conversations can also be routed intelligently and contextually to private or branded channels.

**Augmented omni-channel customer engagement**

Unified reporting and analytics enable a better overview about customer journeys. This allows meaningful and actionable insights to be leveraged for cross-channel optimizations. It is crucial to be able to move conversations between channels, between departments and agent groups, without losing the context and without the need for customers to start over.

**Reduced contact center costs**

The Nuance Digital Engagement Platform supports all digital channels across different departments to create a more efficient contact center. Leveraging agents across channels enables brands to reduce overall costs and reduce average handle times.



**About Nuance Communications, Inc.**

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.