



# Eptica Social Media Interaction Management™

## Complete end-to-end conversation tracking and social media interaction management

Consumer expectations around social customer service are extremely high. They demand near real-time answers, a personal response and a solution to any issues they are having. Fail to provide this and they will share their frustrations with their entire world, leading to potential brand damage and lost sales well beyond the scope of the original complaint.

Social Media has not only revolutionized the way people interact but it can also transform how you deliver customer service.

However, as you start to monitor what customers say about your brand and products, you can be literally overwhelmed by the sheer volume of noise it creates and who and how you should manage it best.

With Eptica Social Media Interaction Management you can listen, respond and interact successfully with your customers and prospects on Social Media, ensuring the right people in your organization, including customer service, marketing and other experts, are engaged in delivering the best response.

Eptica makes it easy for you to turn social media a real channel of customer service, where customers can reach out to your service team for answers to their sales or service questions.

With complete end-to-end conversation tracking and interaction management through Eptica Social Media Interaction Management you can now proactively identify customer opportunities, act quickly to solve customer complaints before they become serious issues, and ensure that your social media engagement strategy is a success.

**We call it Social Customer Service.**

## Seamless integration of social media as a customer service channel

### Benefits

- ✓ Near real-time analysis of social media posts
- ✓ Analyze the tone of posts to detect and automatically flag relevant comments
- ✓ Push important information through the social channel
- ✓ Provide your customers with the answers they need quickly
- ✓ Help Community Managers to be more productive and efficient
- ✓ Gain a multichannel perspective of interacting with your customers

## Twitter performance in a recent Eptica survey:

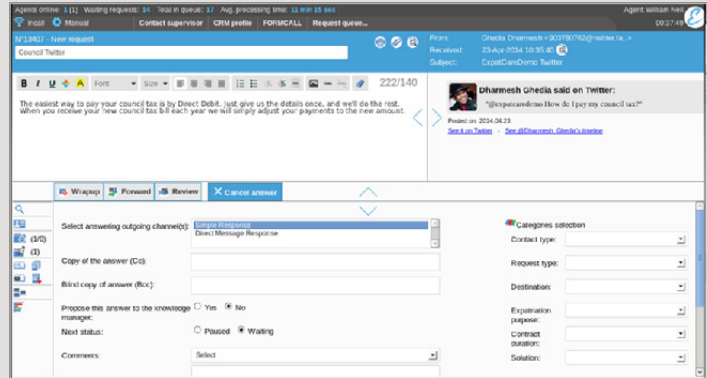
While 76% of companies were on Twitter

Only 53% of them responded to a tweet sent directly to them

But only 39% provided an accurate response

## Complete end-to-end conversation tracking and social media interaction management

Unified Customer Interaction Management: Eptica seamlessly integrates social media enquiries into the customer service environment to be processed like any other query.



### Unified Customer Interaction Management

Social media comments are incorporated seamlessly into your customer management process, allowing them to be managed efficiently, tracked fully and recorded within Eptica's multichannel customer engagement platform like any other customer interaction.

Social media posts are presented to staff in context enabling them to respond through the Facebook and Twitter interface, or request help from another person in the organization to process it.

### Near real-time analysis of social media posts

Eptica's software listens across the social web, analyzing the tone of posts in blogs, Twitter and Facebook to detect and automatically flag relevant comments. These could include positive conversations delivering valuable customer insight into your organization, along with high priority comments requiring an immediate response.

### Powerful customer interaction workflow

Eptica's advanced workflow capability combines sophisticated rules, tailored to your organization's business process, to reach any person in

your organization and enables multiple people to collaborate together in order to process social media interactions.

### CRM integration

When integrated with your company's CRM system, Eptica Social Media Interaction Management can also identify if the post is from an existing customer and add it to their individual customer record.

### All-in-one, enterprise wide solution

Eptica provides complete lifecycle management of the conversations you should be responding to, ensuring the right people in your organization are engaged in delivering the right answer in a timely manner, including

for example your social media managers in marketing, your agents in customer care, and your company's technical product experts.

### Centralized self-learning customer service knowledge base

Your social media observers can quickly push important information through the social channel using common customer service knowledge to provide consistent answers. You can also use content captured from social media interactions to enhance the system's self-learning knowledge Base and benefit communication in other service channels. brand.

Find out more at [www.eptica.com](http://www.eptica.com)

Eptica UK  
200 Brook Drive  
Green Park  
Reading, RG2 6UB  
United Kingdom  
Tel: +44 (0) 118 949 7072

Eptica Singapore  
1 Fullerton Road  
#02-01 One Fullerton  
049213  
Singapore  
Tel: +65 6832 5134

Eptica US  
470 Atlantic Avenue  
4th floor  
Boston, MA 02210  
United States  
Tel: +1 617-273-8101

Eptica France  
63 bis, rue de Sèvres  
92100  
Boulogne-Billancourt  
France  
Tel: +33 (0) 147 12 68 88