



Connect with your customers through social media integration

The multi-channel contact centre strategy MUST now include social media in its vision. Customers today have choices in how they communicate and it's not just the telephone that is the preference! We now have a proliferation of dozens of new forms of communication: Internet, email, web messaging, VoIP, IM, video conferencing and now organisations are pressured as customers demand to communicate via their social media preferences.

Twitter and Facebook are increasingly becoming part of the commercial landscape and businesses need ways to manage staff and meet their services quality. Utilising the power of CyCC™, users can now 'bolt-on' our CySocial module, meaning even more reach and more power within your contact centre.

Most importantly CyCC™ is not just about managing telephone calls, we can manage queue, route, escalate and respond to a range of multi-channel

communication methods – whether it be telephone, email, fax, IM, web call-back or even Facebook and Twitter!

- Professionally manage and measure your social media.
- Ensure Tweets and or Facebook posts are always directed to the best person for the job.
- Get real-time social media marketing statistics and trends when measuring your Twitter and Facebook response with the CyReport™ BI dashboard.
- Complete social media alert management so you know exactly when your marketing or advertising has hit the mark!
- Get full historical reports on all your social media marketing and client request with our CyReport™ BI module.
- Real-time administration interface.
- Range of queue management distribution modes.
- Skills-based routing.
- Social media queue priority and overflow management.

- Integrated reporting.
- Configurable completion and wrap up codes.
- Configurable threshold alarms with the CyReport™ BI dashboard.

Companies that integrate customer experience with social media are able to achieve stronger and more dominant positions in the market.

“ 88% of consumers are less likely to purchase from a company that leaves questions on social media unanswered.

When social media is such an evident choice of communication for customers, it is vitally important that the infrastructure to facilitate this interaction is in place sooner rather than later.

CYTRACK
INTELLIGENCE SYSTEMS

In partnership with
Panasonic
BUSINESS