



Data Sheet

CUSTOMER INNOVATION SOLUTIONS Social CRM

TeleTech bridges the gap between social media channels and traditional contact center channels by servicing customers directly through social networks and leveraging customer driven knowledge.

Overview

For strategic business leaders looking to leverage social customer networks to improve customer experience and satisfaction, TeleTech delivers Social CRM solutions that enable customer reference selling, allow for better brand control in the marketplace, and extend the reach of customer service. More than simply monitoring social sites or creating social pages, TeleTech deploys Hosted Customer Networks, Social Interaction Centers, and Social Knowledge Services to proactively manage this new channel for customer service and marketing.

TeleTech bridges the gap between social media channels and traditional contact center channels by servicing customers directly through social networks and leveraging customer-driven knowledge for better first contact resolution across multiple voice, web, and text support channels.

Features / Benefits

TeleTech Social CRM solutions include:

- **Social CRM Professional Services:** Consulting and planning services for social CRM strategy, analytics, and integration
- **Hosted Customer Networks:** Market-leading hosted communities for client-branded forums, blogs, idea exchange, chat, and tribal knowledge
- **Social Interaction Center:** Specially-trained associates working on social-enabled workstations provide advanced customer support, monitoring, and content moderation services over multiple social media channels
- **Social Knowledge Services:** Hosted knowledge and integration services link social knowledge bases to traditional contact center knowledge and CRM systems to drive a better customer experience and improve first contact resolution

Highlights

- Re-architect your customer experience strategy to include integrated Social CRM for increased revenue opportunities and a lower total cost to serve
- Leverage customer networks to create strategic knowledge assets for better first contact resolution (FCR)
- Drive improved customer satisfaction (CSAT) and net promoter scores (NPS) through proactive Social CRM

TeleTech has integrated its proven associate desktop software with Lithium's forums and Social CRM to create social-enabled workstations.

Uses

- **Client-branded Customer Networks:** TeleTech offers hosted communities customized to reflect the client's product branding, which can look like an integral part of the client's customer support infrastructure. Each community focuses on selected client product lines, providing a single home for the product's user base to exchange ideas, learn about the products, how to use them, and how to overcome problems. Communities include integrated user forums, blogs, ideas exchange, and knowledge bases.
- **Social Knowledge Integration:** Drive better first contact resolution (FCR) and customer satisfaction (CSAT) across multiple voice, web, and text support channels by leveraging product and service knowledge published by customers and social network users. Unlike traditional knowledge bases designed and maintained by a small number of people, the social knowledge base lets customers share their resolutions by writing, or contributing to, knowledge articles, so content improves over time and stays updated.
- **Community Moderation Associates:** Forum, blog, and comments moderation; news and chat room moderation; social knowledge collection and publishing.
- **Social Support Service Associates:** Tier 1 and 2 support services via social media; company and product/service issue monitoring and reporting; social knowledge collection and publishing.
- **User-Generated Content (UGC) Moderation Associates:** Moderate and monitor social media applications for undesirable conversations, comments, photographs, and videos. Detect and remove abusive comments, child safety issues, off brand comments, illegal content and links, intellectual property issues, and issue security alerts.
- **Brand and Competitor Monitoring Associates:** Monitor social media for references to client's brands and competitor's brands; collect, analyze, and report all references.

Key Differentiators

- 1) Integrated CRM and Social CRM platforms.
- 2) Updated service knowledge bases powered by content from social customer networks and collaboration.
- 3) Specially trained, multilingual social associates utilizing social-enabled workstations integrated with Lithium Technologies' forums and social monitoring tools.

Vertical Specific Content

Applicable to all industries.

Why TeleTech?

TeleTech has partnered with Lithium Technologies, the recognized leader for branded user communities. Using Lithium's best-in-breed forum software, TeleTech will design and implement state-of-the-art user forums to support a client's products. More significantly, TeleTech hires social associates to fit specific profiles for forum moderation requirements and social media interaction. TeleTech has integrated its proven associate desktop software with Lithium's forums and Social CRM to create social-enabled workstations. TeleTech integrates a social knowledge base that captures the best user-generated content, so associates can quickly supply sophisticated answers to complex questions.

Related Product And Services

- Customer Innovation and Care
- TeleTech@Home
- Social Knowledge Services