

Next Generation Customer Contact, iPECS CCS SOCIAL

Your multi-channel Contact Center strategy must now include Social Media in its vision. iPECS CCS Social offers your future communications for customer contact management meeting the needs of today's customers.

Meeting the needs of customers today

More and more businesses are choosing to promote themselves in the Social Media arena. Customers today want choices in how they communicate and it's not just the telephone that is the preference! Twitter and Facebook are increasingly becoming part of the commercial landscape and businesses need ways to manage staff and meet their customer's contact preferences. By utilizing the power of CCS Q, users can now add on our CCS Social module, meaning even more reach and more power within your contact center.

Now you can manage and monitor the communications coming in from your Facebook and Twitter pages as well as your telephone calls and even your E-mail, fax, IM and web call-back.

Your team can be part of several queues and the best part is you can manage these queues and distribution through the CCS Desk Manager screen and monitor with our CCS Report.

Twitter Call Back Request

Twitter sometimes described as the 'SMS' of the internet, allows people to enter messages no longer than 140 characters long based on the simple question of "What are you doing?". It is one of the fastest growing Social Media marketing tools. It has been widely accepted for personal use and is now fast becoming

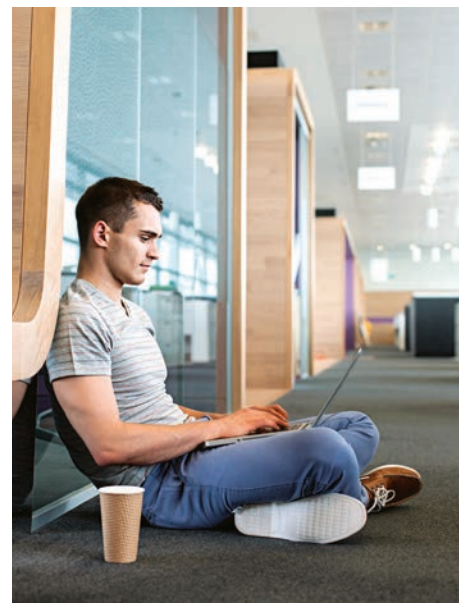
adopted by businesses as well. Using a simple comment in their Tweet that our clients can advertise, we can then have the customer's number automatically called back by a member of the customer services team and also if either that number or Twitter user name is in our clients CRM, we can also pop those details to the callers screen as reference. We have devised the solution so that numbers can remain anonymous for privacy if that is a preferred delivery method. The CCS Q Real-Time screens and also historical reports, log and present traffic and statistical details for all Social Media tasks and performance just the same as live calls.

Facebook wall post integration

With CCS Social Facebook integration, we can take the Twitter call back concept one step further and actually monitor, queue and manage all Facebook wall posts posted on your company Facebook page. Not only that, but your contact center agents can communicate with your Facebook friends and clients in real-time, via their E-mail client, with a simple reply. No access has to be granted for your agents to the Facebook website. As your CCS Social Facebook integration is now part of your CCS Q system, it's actually a physical queue within CCS Q, meaning you can manage and distribute these posts, with the same power as a voice call or E-mail. It's that easy.

Real-time monitoring and alert management

One of the biggest unknowns with Facebook and Twitter, is being able to monitor the activity from your promotions or marketing through Social Media easily. Because CCS Social Facebook & Twitter integration is just like all other queues within the CCS Q system, real time statistics of your Facebook and Twitter activity can be shown as a value on your CCS Report Dashboard. Take that a step further and you can set levels and thresholds within these values, to receive an SMS or E-mail when a particular level is reached.



CCS Social Social Media Integration

- Twitter
- Facebook

Business Benefits

- Connect with your customers with the most popular social media Tools
- Monitor and control posts to your Facebook page without having agents permanently logged on to Facebook
- Use your Facebook and Twitter pages as effective sales channels
- Give your customers choice on how they communicate with you

Features

- Real-time administration interface
- Range of Queue management distribution modes
- Skills-Based Routing for all Social Media requests or posts
- Social Media Queue priority & overflow management
- Integrated Reporting
- Configurable Completion & Wrap Up Codes
- Configurable threshold alarms with the CCS Report
- View statistics on your CCS Report Dashboard



Related ERICSSON-LG iPECS CCS Modules

- CCS Desk: Agent Desktop Client
- CCS Report: Call Accounting & Business Intelligence Reporting
- CCS Record: Integrated & Flexible Voice Recording
- CCS Q: Multi-Media Contact Center
- CCS Call: Multi-Media Outbound & Tele-Marketing Call Center

Minimum PC requirement:

- Processor: CPU Intel Xeon / Pentium 2 GHz (or higher)
- Memory: 2 GB (or higher)
- Hard Disk: 80 GB Minimum (installation)
- OS: Windows 7 or Windows 2008 Server
- Display: XGA1024 x 768



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