

Social for Aptean Respond

Bridge the Gap Between Case Management and Social Media



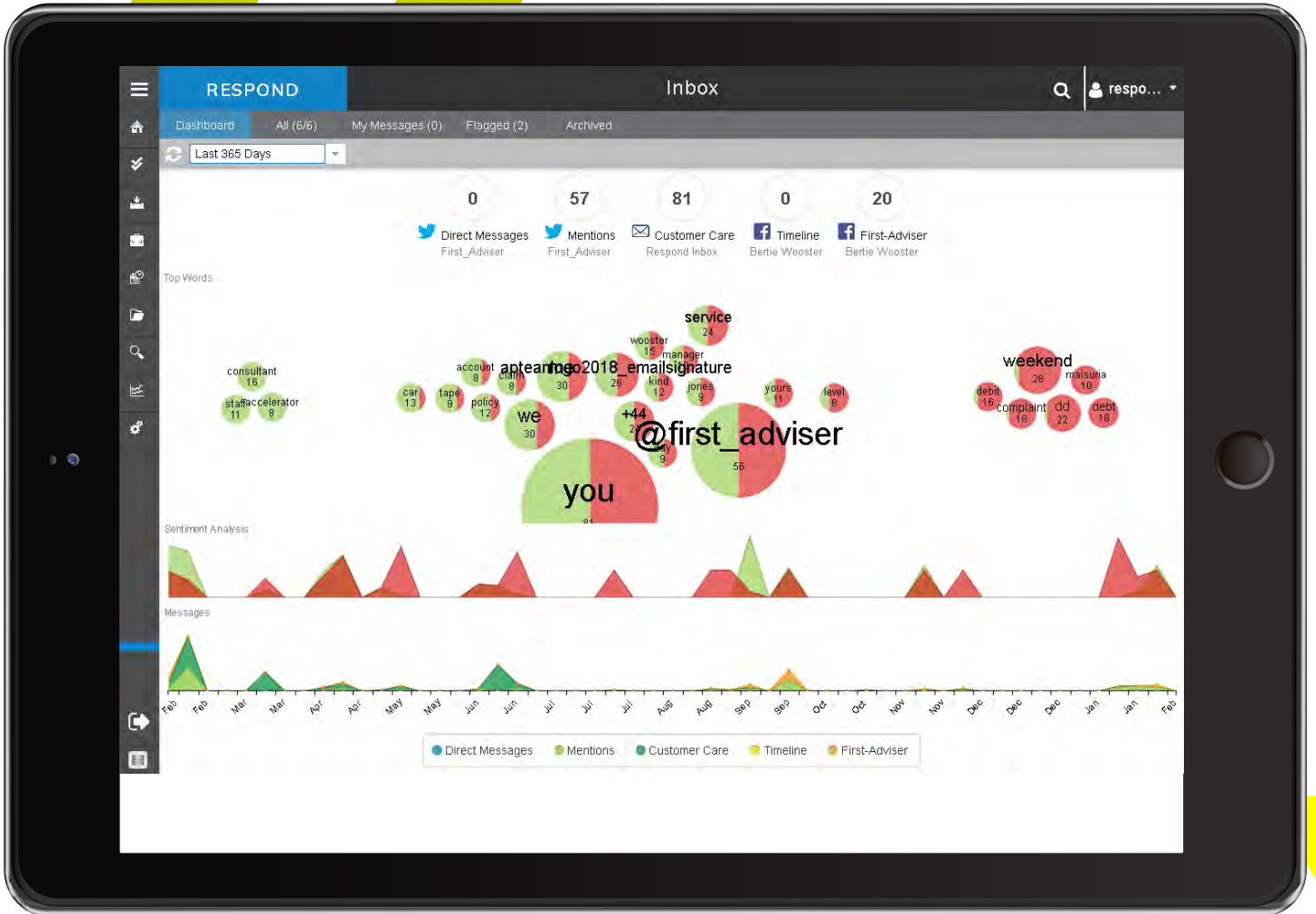
Capture Customer Feedback From Your Social Channels

Social media is often the first channel your customers will use to reach out to you. This gives your team a powerful opportunity to showcase your customer service in a public forum. But integrating social media feedback into your complaints management process can be challenging. Will your social team recognise when a complaint needs to be escalated to case management? How can they capture the history of the complaint? And how can your case management team track and record an active social media conversation?

Respond Social connects your case management team with your company's Twitter and Facebook channels. It enables them to monitor, prioritise, and respond to social feedback from within the Respond platform. When escalation is needed, Respond Social allows a Respond case to be created directly from a social media post, ensuring precious time and information isn't lost during the escalation process. With Respond Social, you can:

- ▶ Eliminate downtime and lost data when escalating a case from social media
- ▶ Identify the most urgent posts and respond immediately
- ▶ Empower your case management team to manage social media feedback
- ▶ Capture, track, and record social media feedback within Respond
- ▶ Get a more complete picture of customer sentiment by integrating social media feedback into your case data

By bridging the gap between traditional case management and social media, Respond Social helps you see the full landscape of customer feedback and create an outstanding customer experience across all channels.



Respond Social's Sentiment Dashboard displays the words that appear most often in your social feedback and analyzes sentiment over time



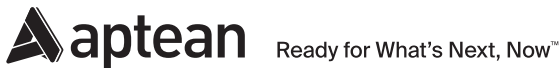
Key Benefits

- › **Universal Inbox** – All mentions, posts, and messages from Twitter and Facebook accounts appear in a Universal Inbox, providing a real-time, multi-channel view.
- › **Focused Monitoring** – Set up searches to monitor key words and phrases like the name of your company or product – results from these searches appear in the Universal Inbox too.
- › **Sentiment Analysis** – TheySay sentiment analysis scans text as it appears in the Universal Inbox, tagging positive, neutral, and negative sentiment. Negative messages are sent to the top of your inbox so they can be dealt with first.
- › **Instant Case Creation** – Easily create a new Respond case directly from social media feedback – or attach a social conversation to an already open case – so details aren't lost through copying and pasting messages.
- › **Response Templates** – Write your own responses or leverage configurable templates to deliver straightforward replies to common questions or comments.
- › **Direct Replies** – Reply to social media posts and messages directly from within Respond. Replying to a message locks it for editing, preventing multiple responses.
- › **Proactive Posts** – Post outbound messages on Facebook and Twitter without needing an initial, inbound post to reply to. This allows your team to proactively communicate important updates that could impact customer service.
- › **Dashboards** – Interactive dashboards display the number of positive and negative interactions received, which platform they came from, and when they arrived, providing insight into significant patterns and trends.
- › **Audit Trail** – When a social conversation is escalated to a Respond case, Respond tags the message the case was opened from, creating a record of exactly when the case was escalated.



Are you Ready to Learn More?

Contact Us at enquiries@aptean.com
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