

Social CRM

Maximizing the Value of Customer Relationships

In this economy it's imperative that companies continuously show that they are listening to the voice of their customers, resolving their issues, implementing their recommendations and working to improve the overall customer experience.

A good majority of companies have joined the social media revolution and are fighting hard to strengthen their brand presence. Unfortunately most don't have a solid social CRM (SCRM) strategy in place to optimize the customer experience across their organization.

Adding social media to an established CRM platform is a relatively new concept, one that organizations are challenged to understand and implement. Optimally, what businesses need is a targeted social media strategy to maximize customer relationships, increase sales and to improve their bottom line. Consider the following questions to see if your organization's SCRM solution is maximizing the value of your customer relationships.

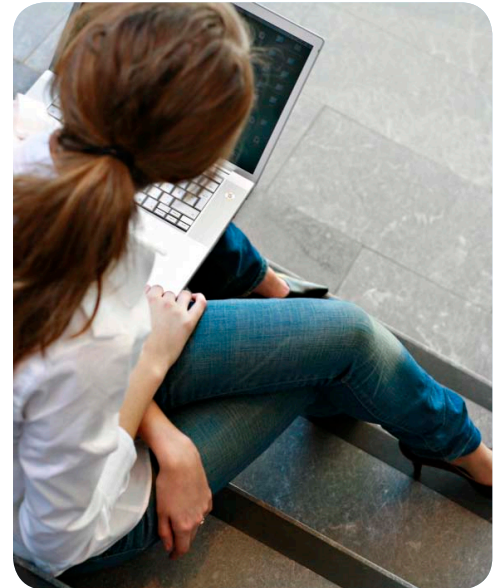
1. What are your biggest challenges with social media?

The amount of social chatter is overwhelming. Filtering through the noise to find meaningful conversations about your brand and products is, to put it mildly, a challenge. This is especially true when internal resources are tasked with mining social media sites for conversations that impact your brand. Not only are they not skilled in using technology to mine relevant data from social media sites, these resources are not typically informed about the company's overall business strategy.

Partnering with a full spectrum service provider who uses innovative social media technology will help you turn the noise into action. Conversations are tagged by key words that tie in directly with corporate goals to strengthen brand presence and improve customer satisfaction. By aligning SCRM objectives with business strategy, social media monitoring and engagement will focus squarely on the conversations that impact your business.

2. What is the objective of your organization's Social CRM strategy?

Organizations understand that negative conversations on social media sites can have a swift and lasting impact on their brand and that it's imperative that they respond quickly to diffuse these conversations.



What businesses need is a targeted social media strategy to maximize customer relationships, increase sales and to improve their bottom line.

The ability to service these customers in their preferred environment can greatly enhance the overall customer experience. Companies struggle, however, to pull this together under a solid SCRM strategy aligned with overall company objectives.

A strong SCRM solution begins by defining what conversations impact the brand and classifying key word identifiers that will pull in these conversations for appropriate action by subject matter experts. This effectively protects the brand, optimizes the customer experience and reduces operational costs by proactively deflecting contact center calls.

3. How does your organization assess customer satisfaction across all touch points?

Customer satisfaction (CSAT) levels are regularly tracked in the contact center through surveys and call reviews. Measuring customer satisfaction on social media sites, however, is typically a separate and more challenging effort.

By treating social media as another customer channel companies can build a comprehensive, 360 degree view of the customer experience. This not only provides organizations with insights into the voice of the customer but also offers insights that will help improve customer satisfaction, first call resolution and other key performance metrics.

4. How is your social media technology supporting the organization's strategy?

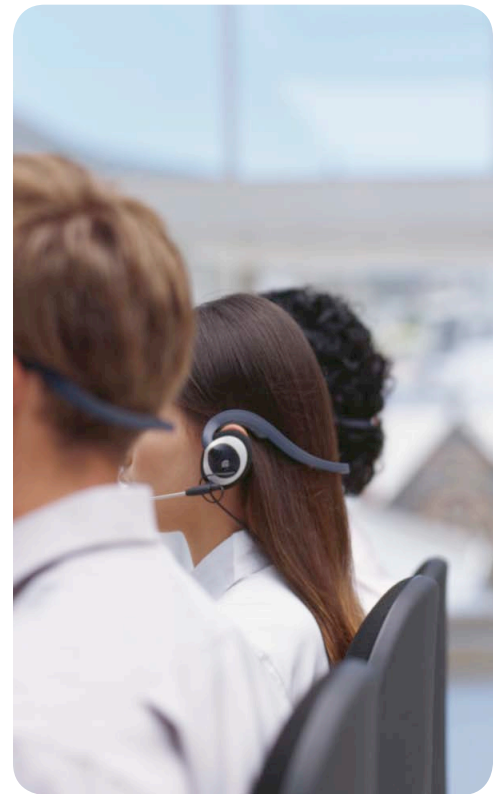
Niche technology vendors can supply organizations with social media monitoring and engagement tools to fit just about any business need. Cloud-based technology also offers an easy solution for companies wanting to jump into social media monitoring quickly. Technology alone, however, cannot provide social media monitoring, engagement and analysis that will optimize the customer experience.

An effective SCRM solution depends on skilled resources, solid workflows and innovative technology to turn conversations into actionable data. It's not enough to listen to what is being said about the brand, companies must be able to aggregate the conversations into actionable customer experience strategy.

5. How has social media monitoring and analysis impacted your organization?

Most firms understand the value of collecting and analyzing conversations across social media networks. This exercise, however, is often done within departmental silos rather than performed seamlessly across the organization. Marketing is interested in campaign success, sales wants to know how to best position product offers, and contact centers are looking for first contact resolution success. In this siloed environment, customer analysis and reporting cannot provide a company-wide view of the customer experience.

In order for the SCRM program to be successful and to have a positive impact on the overall organization, the solution needs to aggregate data from the entire range of customer contact points. Comprehensive analysis and reporting capabilities help companies establish enterprise-wide goals, measure results, and adjust strategy to drive performance. The result is an end-to-end SCRM strategy that optimizes the customer experience across the organization and improves sales profitability.



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