



Product Datasheet

i6 Omnicanal Suite

i6 Social



An omnichannel application for managing customer social media contacts while focusing on service and the individual customer experience.

Transform social media interactions into business opportunities. i6 coordinates the creation of new opportunities while generating stronger ties with existing customers.

Overview

i6 Social integrates social media into your business processes with the same service and information levels you depend upon for managing your other contact channels.

Provide a response in the least amount of time possible.

Customers that connect through social networks expect a rapid response. BY handling these communications integrated in your contact center assures the most opportune response to each interaction. i6 Social delivers interactions to your agents automatically. Metrics and supervisory tools ensure correct follow-through on each contact, guaranteeing conformance with your established service levels and eliminating duplicate responses or unanswered messages.

Take your agents to the next level.

i6 Social makes it possible for the same agents that respond to emails or chat to manage communications via social media. With i6 Social, customer interactions are more precisely distributed via a universal queue, assuring that each contact is serviced by the agent most appropriate in each circumstance. Multi-channel blending eliminates the need for a special group of agents dedicated just to social interactions and assures increased productivity and a more consistent customer experience.

Improve the contact experience.

i6 Social delivers the interaction to the agent with a complete context of the contact's history of communications, including service requests, complaints, etc. Interaction via social media is combined with a wider vision of the customer or prospect, making it possible to improve service and deliver an excellent communications experience.

Control and analyze your entire operation.

i6 Social not only delivers efficient responses via social media, it can also be used to measure the on-time performance and impact of social media responses. How long did the response take? What was the solution provided? Was there a resolution on the first interaction? Real-time control capabilities provide increased supervisory vision over how long it takes agents to respond to social media interactions. Every interaction is recorded so that supervisors can see and read them at any moment. The application also permits a profound analysis of the data thanks to complete reports that combine the specifics of social media interactions with interaction data from your contact center's other communications channels.

Maintain consistency in your conversations.

Sometimes a social media interaction needs to be continued via other media. i6 Social allows you to escalate the communication to other channels such as email or chat while maintaining the context and thread of the original conversation. You achieve greater success with your business processes and communications while maintaining the excellence of the customer experience.

Key Features

Note: The implementation of some features may require professional services

■ Part of the i6 OmniChannel Suite.

■ Omnichannel Distribution:

- Universal interaction queue management.
- Interaction distribution via circular/operator ability/workload balance/work queues.

■ Supervision:

- Real-time supervision panel Graphical indicators.
- Monitoring of contacts in wait queue or assigned to operators.
- Coaching functionality.
- Chat between supervisors and operators.
- Message broadcasting to operators.

■ Reports:

- Historical reporting.
- Report designer tool.
- Programming of report distribution via email with annexing of associated interactions.

■ Full-web.

■ Support for mobile devices.

■ Both cloud and on-premise implementation modes.

■ Administration:

- Active/inactive campaign hours and days.

■ Integration:

- Integration with front-end web applications.
- Integration with web forms.

■ Channel management:

- Workspace integration for multi-channel management.
- Unified contact management across all channels.
- Interaction management and control functions: contact initiation, transfer, wrap-up
- Interaction history across all channels.
- Conversation labeling.
- Attach private notes and comments to conversations.
- Case Management processing of interactions.

■ Web App Designer:

- Front-end application designer.
- Web form designer.

■ Data security and privacy:

- SSL encryption.
- Masking of credit card numbers in contact histories.

i6 Social For Facebook

Note: The implementation of some features may require professional services

- Creation and maintenance of contacts based upon the interactions processed.

- Functionality for commenting, transferring or commenting on interactions.

- Visualization of existing images in posts or comments.

- Visual notification of nested messages (post, comments, direct responses).

- Automatic distribution of received messages via:

- Posts to the pages tied to the campaign.
- Private messages tied to Facebook accounts under management.

- Incoming message routing configuration.

- Ability to make posts directly to the walls of pages under management.

- Capability to define service levels for individual accounts.

- Visual notification of attachments to private messages.

- Ability to assign the page to the associated account.

- Management of responses to received messages:

- Respond as comment.
- Respond as reply.

i6 Social For Twitter

Note: The implementation of some features may require professional services

- Ability to add url shorteners.

- Automatic distribution of received tweets:

- Direct mentions.
- Indirect mentions.
- Direct messages.

- Tweet generation:

- Tweet broadcasting.
- Mentions (whether with a contact or not).
- Indirect mentions (whether with a contact or not).
- Direct mentions to followers (whether a contact or not).

- Follow users.

- Response management to received tweets:

- Responses to direct mentions.
- Response to indirect mentions.
- Responses to direct messages.

- Retweeting:

- Retweeting of direct mentions.
- Retweeting of indirect mentions.

- End status of following user.



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