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Serving the Social Customer™

Conversocial CROWDS

A mobile accessible web app that connects your most passionate and knowledgeable community members to customer service issues on Twitter.

The next stage of social customer service is here. The social customer's voice is now louder and more emotional, and whether your company can harness the passion and knowledge of your community will determine how your brand builds advocacy in the new trust economy. Amplify your contact center's service model with a #socialfirst approach to extend contact beyond the center.

- Community peer-to-peer support will replace **40%** of existing phone support (Gartner).

- Organizations integrating communities into customer support will realize cost reductions ranging from **10%** to **50%** (Gartner).

- Organizations that use the customer-as-a-service concept to engage can also increase the degree of **loyalty** and **advocacy** they have with those customers (Accenture).

Conversocial can help empower your passionate and knowledgeable advocates into valuable, measurable and manageable Crowd Experts. CROWDS facilitates conversations between your social customers, contact center agents and Crowd Experts to achieve a unified, true service resolution.

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The CROWDS approach:

Our team of social strategy consultants will guide you on developing a successful peer-to-peer resolution model, and best practices in identifying, onboarding, and empowering your Crowd Experts.

Can you help me process a return for my X100 tablet?

How do I upgrade the software on my X100 tablet?

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Contact Center Agents

Crowd Experts

Customer Data
Workfow Management
Business Intel.
SLA Tracking
Approvals

☑ Unified Resolution

Deliver peer-to-peer resolution:

- **Manage:** Crowd Experts collaborate with contact center agents directly from Conversocial.

- **Inspire:** Crowd Experts earn points for quality replies from peers, and monitor performance on leaderboard.

- **Train:** Crowd Experts can see responses from other Expert responses to learn best practices.

- **Measure:** Crowd Experts performance & activity metrics are tracked in Conversocial.

- **Unleash:** Crowd Experts can use CROWDS from any mobile browser.

Learn how Conversocial can help you harness the power of your community.