

**SpotLight: Emerging trends in *Serving the channel called Social Media***  
**Reference Material for our conference call on March 7 @ 1:00 - 3:00 PM EST**

The 3<sup>rd</sup> page of this document you have seen (Pre-Thinking for our March 7<sup>th</sup> Conf. call), page 1 & 2 are talk-to points for 2 visitors to our Innovator’s Roundtable. These 2 topics we will cover in less than 14 minutes each; we are shining a *SpotLight* on these trends for you.

**Spotlight#1: Segment & Prioritize WHO and HOW we respond:**

Social Media represents a tsunami that can overwhelm companies, especially if they create the expectations that they will participate and respond to every comment, request or criticism. As skills-based routing and IVRs enabled us to segment and prioritize both requests and customers, there are emerging tools that could in the future help contact centres do the same in a channel called Social Media.

*What is it?:*

**Klout.com** provides an influence score for how influential the person is based on their Twitter or Facebook activity (# of friends, posts, reposts etc.) Delivered via API. Facebook & LinkedIn data is coming in the near future. 30 million Twitter users scored so far.

**GNIP.com** provides access to dozens of major Social Media publishers and over 100 different types of feeds through one API includes Twitters commercial non-display data. You can get Klout data within GNIP or you can use GNIP data to create your own influence score. You need the consumer’s email address or twitter username to match identity.

**Rapleaf.com** provides age, gender, location and sometimes interests based on a person's email address. 350 million people worldwide.

*What it could do for you?:*

Contact centres could use this data to segment customers and route calls or contacts i.e. very influential consumers could be routed to more experienced agents or given access to special offers. Agents could see the recent social media comments made by the consumer and may be able to deal with another issue mentioned in social media or influence/sell to the consumer based on their social media posts.

*Key considerations:*

- Twitter data doesn't require consumer opt-in, but its active user base is more limited than Facebook.
- Facebook data currently requires a consumer opt-in but would be more useful than twitter for the average Canadian.
- The Klout influence score doesn't have enough user reach or data reach to be very useful to a call centre dealing with a broad cross-section of Canadians yet. I expect it will take another 1-2 years before it is a compelling offering for call centre segmentation and prioritization.
- Access to Facebook, LinkedIn and twitter data would be ideal.

*What if this real-time information could be presented to your company systems & your agents?:*

SOCIAL MEDIA INFLUENCE		SOCIAL MEDIA ACTIVITY – This Customer
<b>Klout Score</b>	<b>67</b>	Facebook post today: “anyone know how much it will cost me to upgrade to the new iPhone 4?” 12 mins ago.
Facebook Friends	534	Facebook comment last week: “I don’t expect Rogers will do anything for you but you could try.” on Feb 12, 2011
Facebook Posts in P3M	87	
Twitter Posts in P3M	76	

*About Jonathan Burns:* Jonathan runs Strategy Cube which helps educate CEO's and senior leaders on web 2.0 and how to effectively use digital strategy to drive their businesses. To know more: [www.strategycube.com](http://www.strategycube.com) or email him [jonathan@strategycube.com](mailto:jonathan@strategycube.com)

## Spotlight#2: Social Media Analytics:

With 32% of social media conversations focusing on products or services and Twitter and Facebook each generating more than 750 posts per second, social media's relevance for business is growing at an unprecedented speed. The capability to understand and take action on the volume of conversations is critical and requires automation. Text mining and social media analytics provide fast and effective ways to cut through the noise, find the relevant conversations and make them actionable.

### What is it?:

Analytics that provides the ability to listen & understand the complete picture of what customers and prospects are saying about you, your brand and your competitors. Instead of an antidotal spot-analysis of what is happening by monitoring a few sites, there is a need to listen to the whole marketplace, find the relevant data and turn it into true information that matters.

### What it could do for you?:

Social media analytics leverages the social web as a rich and real-time data source that can deliver:

- 1) Early detection of issues that drive contacts, impede sales or impact customer satisfaction
- 2) Quantified, categorized and summarized product and service feedback
- 3) Identification of customers in need of support, anywhere across the social web
- 4) An up-to-date understanding of your company's position versus the competition

### Key considerations:

- Text mining enables a more consistent and proactive categorization of conversations than what is traditionally available through either agent call coding or speech analytics, both of which require a volume of calls prior to analysis.
- Social media analytics can also be conducted in real-time, enabling quick identification of issues that require action.
- As with many elements of social media, analytics holds cross-over benefits for Marketing, Sales, Operations and Customer Service functions inside any company. It can help you manage a company's market position, brand promise, or drive down the operating costs of managing customers.
- One key to success in using social media analytics is the adoption of agile processes internally, which can facilitate the rapid deployment of changes or fixes required to realize identified benefits.

About John Huehn: John is the President and CEO at In the Chat Communications Inc., a service in social media company that mines posts and conversations from millions of social media sites. To know more: [www.inthechat.com](http://www.inthechat.com) or email him [jhuehn@inthechat.com](mailto:jhuehn@inthechat.com).

## Our Next Innovator's Roundtable Discussion ... the conversation continues in April

The discussion on social media is only just beginning and connects directly to our next conversation on the following Topic:

### Integrated & Coordinated Channels – obviously escalating in importance with the rise of Social Media:

- The discombobulated **External Channels** [field, website, email, call centre (sales/tech/sales), digital access, mobile-access] and the inconsistent messaging, piling-on of chaos and more potential expenses for companies. How do we have an integrated approach that yields a Low Customer Effort (not just FCR) and an overall consistent, organized and cost effective customer experience?
- **Internal Channels** ... where the multi-channels of our customers meets our delivery strategies: Outsourcing, Agents @ Home / on the road / anywhere ... etc
- **Dave Burns**, one of our IRT Contributors has already voiced part of his opinion in the recent CMA Blog [http://www.canadianmarketingblog.com/archives/2011/03/more\\_choice\\_is\\_always\\_better\\_r.html](http://www.canadianmarketingblog.com/archives/2011/03/more_choice_is_always_better_r.html)

**Are you in?** We have 2 dates we looking at for this discussion, IRT contributors welcome ... please come prepared to choose one of:

- April 12 @ 1:00 – 3:00PM, one of our IRT
- April 29 @ 1:00 – 3:00PM, one of our IRT



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## Innovator's Roundtable: Where are you in the Game of Social Media? Pre-Thinking for our conference call on March 7 @ 1:00 - 3:00 PM EST

This was the #1 topic that contributors to the Innovators' Roundtable wanted to tackle together (see Page 2 for upcoming Topics).

**CONTEXT:** Clearly the mega-trend called Social Media is not going away. It is remaking how customers act today and when our kids become the bulk of your customers the role of the "call centre" will not be the same. For innovative leaders it is starting to become clear that just like the internet (that many predicted was going to eliminate the need for call centres), this will change what we do, AND will once again raise the importance of your contact centre.

**PURPOSE:** this 1 pager is designed to help focus our discussion on **March 7 @ 1-3pm EST**, and insure it is relevant and valuable for everyone, regardless of where you are in the Game of Social Media.

**WHERE ARE YOU? ... in the Game of Social Media?** Not unlike the evolution of how customers and companies started to use the internet (static brochure-ware → Interactive web-presence → 1<sup>st</sup> Choice Sales & Self-Service channel), the Life-Cycle of Social Media is starting to become more clear. So.... Where are you in the Game of Social Media today?

### 1<sup>st</sup> BASE:

Our company is using Social Media internally (Wiki, Problem ID / Resolution) or have started interacting with customers:

- Blogging & Responding is typically being done by a department other than the contact centre (such as Marketing / PR)
- When Campaigns (eg: Twitter, Facebook) generate a requirement for a response to a customer, it is typically escalated either to a manager / executive to either write or approve any response.
- Response times vary between hours and days, contact centre agents are typically not involved except when called on to attend to a single customer issue or request.
- Marketing / Legal are skeptical of the contact centre's ability to handle this gracefully, but the current design is unscalable.

### 2<sup>nd</sup> BASE:

Our contact centre is actively involved in responding to social media. Responses are either written or approved by a manager.

- Social Media work is handled by a few reps and the group has a dotted-line relationship with Marketing / Legal.
- Any responses to Social Media postings on behalf of the company are typically approved before being posted.
- Little creativity or flexibility is allowed in responses, typically direction (or templates) is provided by Marketing / Legal.
- Many people in the company might be providing feedback / opinions ... response times are still in hours or days.

### 3<sup>rd</sup> BASE:

Real-time scalable part of the CC Ops, CC Ops has the decision making ability on responses as part of their day to day job:

- Typically CC Operations may hire / train reps to handle this everyday function (similar skills to Chat, Email).
- Escalation Procedures are in place, within CC Operations, and may include other groups such as Legal / Marketing.
- Responses are relatively quick: measured in minutes & hours VS days, depending on resources applied to the program.
- Strategies are in place to handle trolls, problem posters and responses have a specific service and sales element to them.

**Pre-Thinking for our March 7<sup>th</sup> Call** ... the following 3 questions will enable you to bring value to the discussion:

- #1) Where are you today in the Game of Social Media?** 1<sup>st</sup> Base? 2<sup>nd</sup> Base? 3<sup>rd</sup> Base ... or in between somewhere?
- #2) What are the lessons learned or Best Practices you've already discovered in the Game of Social Media?**
- #3) What are the key ISSUES or QUESTIONS that you and your team are focused on right now?**
  - **What would be helpful for you right now?** How to handle legal issues, Marketing, Process, Operations, Technology?

**SpotLight:** We will also shine a spot-light on two huge sub-trends that have emerged for leaders:

- a) **Social Media Analytics:** How do we systematically analyze all the online chatter; understand what is being said about our company, our brand, and compare it to our competitors? How can this help us resolve issues, reduce costs and manage competitive customer relationships every week? ... something speech recognition could never do.
- b) **Segment & Prioritize WHO and HOW we respond:** skills-based routing enabled call centres to segment customers and how we treat them. New tools are emerging that can help our agents know how active and influential the social media customer we are dealing with is and what else they have been saying about us?