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Phoenix, AZ • March 13-16, 2011

# The Social Experience:

*Revolutionizing the Contact Center to  
Engage, Influence, and Monetize  
Every Customer Interaction*

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# The Customer Relationship is Changing. . .

- Today's consumers have more power than ever to positively or negatively influence your brand – and that power grows every day.
- More than 500 million active Facebook users
- Over 100 hours of video uploaded to YouTube every 4 minutes
- 50 million tweets per day—that's an average of 600 tweets per second
- Google now #2 behind Facebook for weekly US internet traffic

*Source: Self-published information from Facebook, YouTube, and Twitter*



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# Impact?

*"Today, the customer is in charge, and whoever is best at putting the customer in charge makes all the money." –  
Stephen Quinn, CMO, Walmart*



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# What Should Brands Do?

*"Allow consumers to help you shape the brand experience. . . . Content is no longer something you push out. Content is an invitation to **engage.**"*

*Cammie Dunaway, CMO, Yahoo*



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# Engagement Management

- Directly engages consumers and invites / encourages customers to participate in the evolution of the brand, product or service
- Attempts to more strongly connect consumers with brands by engaging them in a dialogue and two-way, cooperative interaction
- Is premised upon: transparency, interactivity, immediacy of facilitation, engagement, co-creation, collaboration, experience and trust



**Companies must transform their customer service touch points into powerful relationship and brand-building tools**



# Engagement: Why it Matters

## ENGAGED CUSTOMERS

Recommend your brand nearly  
4 times more often

Visit your website twice as often  
and make 3 times as many online  
purchases

Are more willing to forgive a  
problem if referred by friends  
or family

## DISENGAGED CUSTOMERS

Tell an average of 3 people  
to AVOID your brand

Cost you 25% to 75% of  
annual lost sales

Are 4 times more likely to post  
to a blog or website about their  
poor customer experience



Engagement creates  
opportunities to:

- Connect personally
- Influence behavior
- Shape brand perceptions
- Transform customers into brand advocates

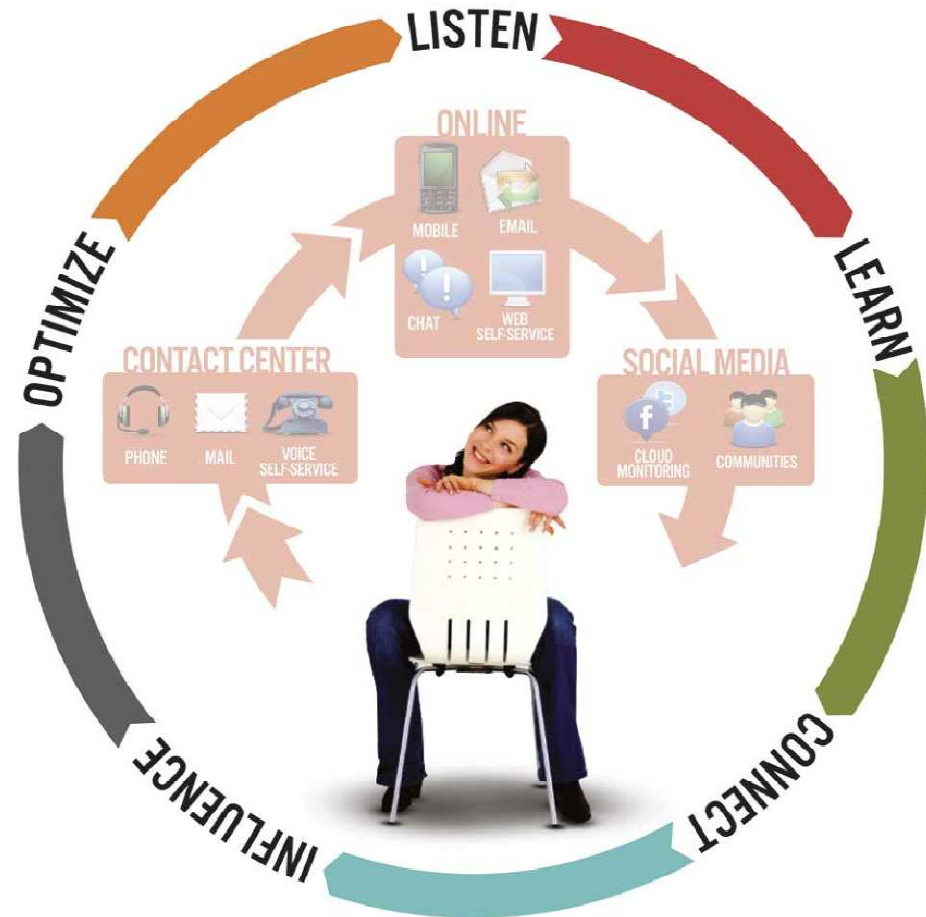
SOURCE: People Metrics Survey, 2009



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# Effective Customer Engagement

Regardless of communication channel or medium, companies should follow a five-step approach to effectively engage with their customers





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# Social Engagement

1

Word of mouth is the #1 influencer in consumer electronics purchase decisions

33

Customers are 33% more likely to purchase a product, and 92% more likely to recommend a product, if they “Like” or “Follow” the brand in social media

1500

Converting 1% of the folks tweeting to a fan or follower is valued at \$1500+ per month

90

The average American consumer mentions brands in conversation more than 90 times per week in social media

21

Social media now accounts for more than 21% of site referral traffic

Data Sources: Sysomos, royal pingdom, PEW Charitable Trust, eMarketer, Nielsen



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## The Social Engagement

# LISTEN

Assess the social landscape for sentiment, issues and popular topics of discussion.

- **Monitor the social conversation**
- **Understand customers' questions, concerns, needs and wants**
- **Identify and address critical issues and opportunities quickly before going viral**





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# What's being said about **YOUR COMPANY?**

Thousands of conversations like these are taking place across blogs, opinion sites, Facebook, Foursquare and Twitter.

The screenshot shows the Expedia Facebook fan page. The header includes the Facebook logo and a search bar. The main content area features the Expedia logo with the tagline "Where you book matters." Below this, there are several posts from users:

- Al Stevens:** "I'm having trouble, too! Booked flights for February. They gave us an a.m. instead of p.m. flight and to change they want \$500! Customer service over the phone was horrible. I can see having to pay for trip changes if I'm a week out but Feb... See More"
- Jill Penc:** "I personally cannot 'deal' with hour long phone conversations & being put on hold as well as adding minutes to my phone...on top of that ...at times NOT getting anywhere in the long run....that's a bunch of bunk...AND I'm not referring solely to Expedia for that matter  
...I prefer everything in writing...that way the "situation" can be documented...maybe that's why these companies prefer phone conversations?...no evidence of a problem..I've been burned too many times over "he/said..."she/said" phone conversations  
...still no e-mail response from Expedia?...why have an e-mail customer contact address if u r not going to utilize it?"
- Rogério Silva:** "PLEASE READ  
Hi everybody that had bad experiences with Expedia and even after trying to contact them several times in order to solve your problem could not find a solution. Please take a look at the website of the Better Business Bureau (BBB) to file a formal complaint about Expedia. If everybody that was negatively affected by bad business practices from Expedia file a complaint maybe our complaints will be heard!  
<http://www.bbbonline.org/consumer/complaint.asp>

The screenshot shows Twitter search results for "Expedia". The header includes the Twitter logo, a search bar with "Expedia" entered, and navigation links for "Home" and "Profile". The main content area displays "Results for Expedia" with several tweets:

- crisandretta:** "Wish I hadn't bought my tickets through Expedia US, they have THE WORST customer care service I have ever seen!!!  
5 Dec"
- ElaineAllkids:** "result from #expedia #thistlehotels - full refund for our London hotel, despite 'no cancellation, no refund' policy - great customer service  
3 Dec"
- BIGSHRILL:** "new orleans for christmas. chicago for new years. #expedia  
2 Dec"
- Lexxxx:** "Uuuugh #Expedia is having major issues and I NEED to book this vegas trip!!!  
1 Dec"



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## The Social Engagement **LEARN**

Uncover valuable insight to help inform your customer engagement strategy

- **Identify your brand influencers, advocates, antagonists and celebrities**
- **Track and analyze key brand attributes**
- **Gather competitive intelligence**
- **Detect early signs of shift in market trends**





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# Garner Insight

Use monitoring tools for sorting and itemizing to manage with efficiency and speed adding to relevancy

Company A

Sort by Sentiment

Smart Sense	Post URL	Date	User Credentials	Search Result
👍	http://twitter.com/thedroracle/status/160702930	05/03/2009 08:02 AM	thedroracle	WHAT!! I CANT HEAR YOU! IM USING A FISH AS A PHONE
👍	http://twitter.com/BewildedAngel/status/148759794	05/03/2009 09:06 AM	BewildedAngel	Dropped my phone over a bridge into the water as I was staring at a fish, jumped off to dads without my phone. again I hate creeks. I will fish my phone out.
👍	http://twitter.com/haleyburke/status/174026334	05/06/2009 11:55 AM	haleyburke	the naga @everything_i_am is on the phone singing that hes a gay fish! :D:P
👍	http://twitter.com/0448a946ca/status/176170285	05/11/2009 02:35 AM	0448a946ca	hates the dry bar and the fish tank. damn you all, along with whoever took anise' N I'm at O now stupid phone hard to type. I ordered fish but actually the picture
👍	http://twitter.com/ubviolet02/status/176407061	05/11/2009 08:47 AM	ubviolet02	No one cares if Michale has twitter on her phone... being that she never text me I
👍	http://twitter.com/bgnvane/status/168636693	05/03/2009 10:48 AM	bgnvane	is on the phone to the weirdest, smelliest fish breath ugly fish ever
👍	http://twitter.com/cynderwall/status/168829944	05/03/2009 11:44 AM	cynderwall	@Mfonseoprez what happened to "naw son the storm is the phone for me" :)
👍	http://twitter.com/ust02/status/16070083	05/03/2009 02:57 AM	manny85	Do you make your phone calls when you have time? Or do you make them when y
👍	http://twitter.com/manny85/status/169061107	05/04/2009 02:24 AM	HomeShowGuru	still laughin @ the phone call last night. My brothers fish LaFlare tried to connect
👍	http://twitter.com/nuggy1/status/1699739957	05/04/2009 02:35 AM	Nuggy1	still laughin @ the phone call last night. My brothers fish LaFlare tried to connect
👍	http://twitter.com/nuggy1/status/1699743419	05/04/2009 02:35 AM	Nuggy1	overcooked my damn fish cause i was so busy yapping on the phone :-(
👍	http://twitter.com/hautecocoo/status/1702491675	05/04/2009 07:54 AM	hautecocoo	wonders why fish poops slave master allows him a phone.
👍	http://twitter.com/legfey/status/170295373	05/06/2009 01:36 AM	legfey	fish n' chips with a broken phone. rock on.
👍	http://twitter.com/vengeance/status/1721480308	05/06/2009 03:54 AM	vengeance	@maelably err actually planned to go to fishco, but mark wants ewensons :( I
👍	http://twitter.com/122266466/status/172266466	05/07/2009 07:02 AM	lme	@gildfish I'm confused about a fish using the phone but I know how you feel!
👍	http://twitter.com/efredde04/status/1728780781	05/07/2009 09:57 AM	SeFredde04s	I JUST DROPPED MY PHONE IN THE FISH TANK!!!!!! What sucks is I just got the f
👍	http://twitter.com/hu4fkyk/status/1730169336	05/07/2009 12:33 PM	sarahyild	I have a fake fish tank on my phone. I don't want to play anymore. But if I stop th
👍	http://twitter.com/0vadaggins/status/1684642729	05/02/2009 09:37 AM	chadaggins	saw a snake eating a fish and lost my phone in a canoeing accident today.
👍	http://twitter.com/FastCarDriving/status/1685102574	05/02/2009 11:04 AM	FastCarDriving	on the phone with zone doc barry sears listening to him talk about omega 3 fatty
👍	http://twitter.com/mwarsn/status/1718748434	05/06/2009 10:45 AM	mwarsn	@QualityProg seth godn't broken! talk would say "I am not a fish." Person who is
👍	http://twitter.com/Go4H/status/1721096111	05/06/2009 03:06 AM	Go4H	@FYTweet he's a gay fish
👍	http://twitter.com/8AM5/status/1731921775	05/07/2009 03:56 AM	8AM5	Woman waiting next to me for fish and chips has her mobile phone in a leather ca
👍	http://twitter.com/danjax/status/1736021207	05/11/2009 11:53 AM	danjax	Buying / Selling fresh fish via mobile phone England UK http://fishfish.mobi from
👍	http://twitter.com/whshelocous/status/1705449363	05/09/2009 10:07 AM	whshelocous	saw. My non thinks lychee is fish, after tasting my gelato. Also, my sticky phone
👍	http://twitter.com/nicheloboney/status/1749164867	05/09/2009 10:07 AM	nicheloboney	just caught a 20 pound catfish...and got fish s/m on my phone!
👍	http://twitter.com/TommyFussell/status/1747576114	05/11/2009 11:52 AM	TommyFussell	Wholesale! London fresh fish via mobile phone England UK http://london.fishwha
👍	http://twitter.com/whshelocous/status/1771300068		whshelocous	



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## The Social Engagement **CONNECT**

Engaging and personal conversations that are transparent, timely and consistent with your brand.

- **Empower self-service**
- **Provide guided assistance**
- **Host peer-to-peer support communities**

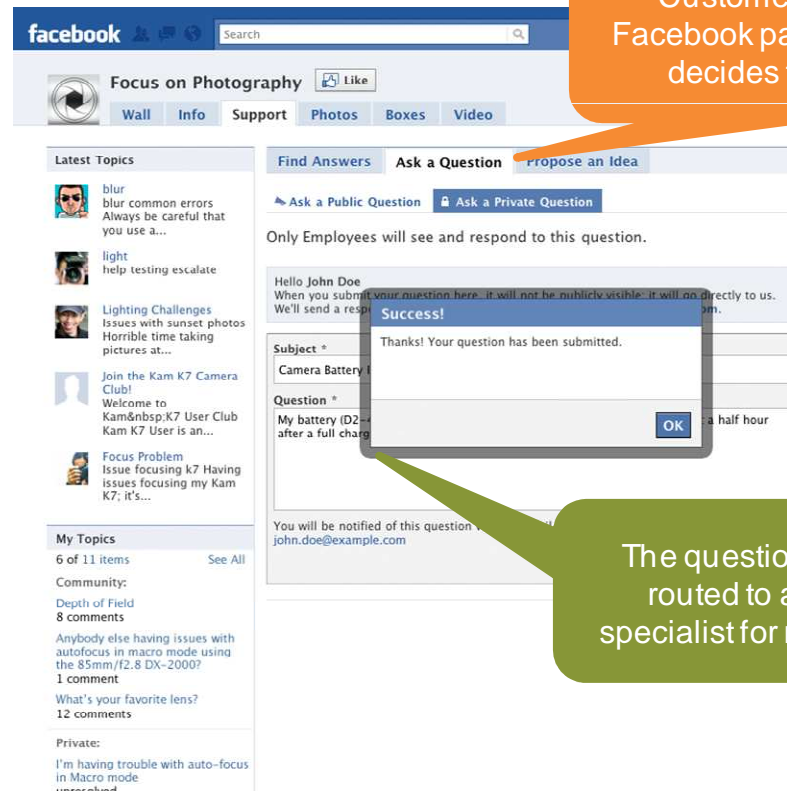




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# Connect through AGENT ASSISTANCE

- Automatic routing to engagement specialist for real-time response.
- Create and track cases, ensuring interaction thread is maintained across all channels



Customer visits company's Facebook page, seeking help and decides to ask a question.

The question is automatically routed to an engagement specialist for real-time response.



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# Connect Through SELF-SERVICE

Help customers find the right answers to their questions.

- **Trouble-shooting tools search for answers to most frequently asked questions**
- **Self-learning knowledge base dynamically adds information, making each engagement more intelligent than the last**

The screenshot shows a Facebook page for 'Focus on Photography'. The page has a search bar at the top with the text 'Search'. Below the search bar, there are navigation tabs for 'Wall', 'Info', 'Support', 'Photos', 'Boxes', and 'Video'. The 'Support' tab is selected. Underneath, there are buttons for 'Latest Topics', 'Find Answers', 'Ask a Question', and 'Propose an Idea'. The 'Find Answers' section is active, showing a search box with the text 'broken mirror' and a 'Search' button. Below the search box, there is a section titled 'Our Answers' with a pagination indicator '1 2 3 4 Next'. The first answer is titled 'How do I know if the mirror in my camera is broken?' and includes a detailed explanation of how a mirror works in a camera. Below the answer, there is a comment from 'ShutterGal' and a reply button. At the bottom of the page, there is a small notification: 'An icon in the upper-right corner of the screen shows battery charging status. If you charge the battery while syncing or... 03/24/2010'.



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## The Social Engagement **INFLUENCE**

**Transform your customers into brand advocates.**

- 🗨️ **Turn negative experiences into positive interactions**
- 🗨️ **Improve customer sentiment**
- 🗨️ **Promote positive digital word of mouth**
- 🗨️ **Present real-time modeled offers**





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# Influence Through PROACTIVE OUTREACH

**perfectionsux** erika sharp  
Spent 600 dollars today... A new tv set [redacted] 32 in 1080 dpi.... 2 new bras and a pair of tights...  
17 hours ago ☆ Favorite ↻ Retweet ↩ Reply

**Random\_Tangent** Drew Coombs  
Ha ha. The **service** center [redacted] told me to take the TV to is permanently closed. Why is God [redacted]g with me via electronics.  
16 Oct

**mr\_jdacosta** john dacosta  
@[redacted] new blu-ray player won't play any of the movies I just got Knowing, Iron Man2, Observer and Report -- non work -- FML  
17 Oct

**Key\_Campbell** Kevin Campbell  
@[redacted] hookd a digitalcamera up to input 3 on my LC-52LE700UN, it didnt work, &now input3 doesnt show video, only audio. suggestions?  
13 Oct ☆ Favorite ↻ Retweet ↩ Reply

We here at <Company> hope you enjoy your new product! Check out our accessories on sale at [www.company.com](http://www.company.com)

We're sorry to hear about that! Follow <Company> and DM us your location. We'll find you a service center in your area!

This sounds like a firmware update issue. You can go to <http://company.com> and get the latest updates to get your Blu-Rays working!

Sounds like a connection issue. Give us here at <Company> a call at 877-333-3333 and use reference number 60499



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## The Social Engagement **OPTIMIZE**

Take steps to ensure that each interaction is more intelligent and engaging than the last.



- Analyze speech and text to uncover sentiment
- Monitor quality of engagement against defined customer experience
- Uncover reasons “why” through root cause analysis
- Administer customer satisfaction surveys



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# The Numbers Tell the Story: **SOCIAL ENGAGEMENT**

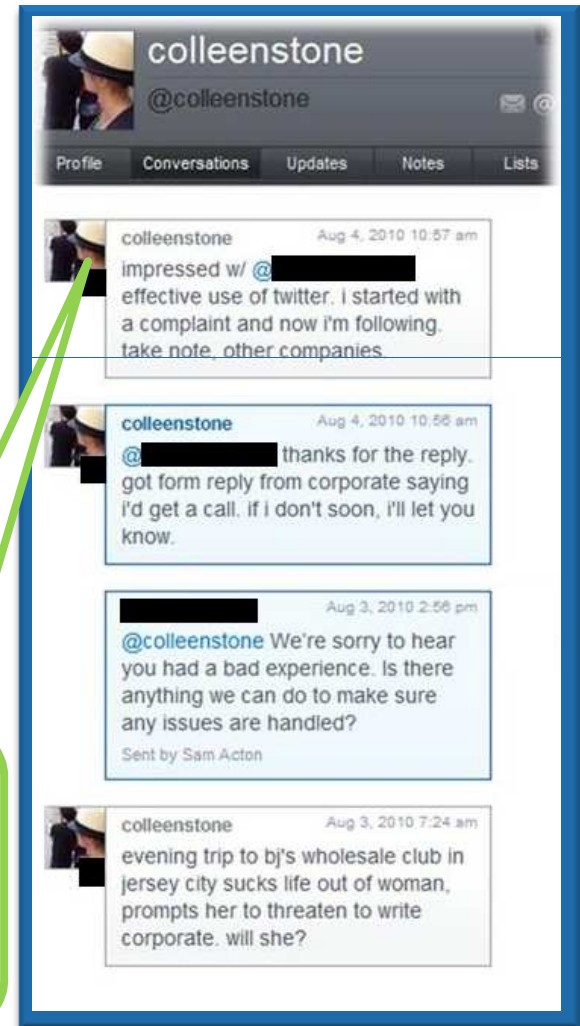
## EXPERIENCE

- Member tweeted about her frustration with recent visit to retailer
- Proactive support
- Turned negative experience into positive interaction

FOLLOWERS: **323**

SPHERE OF INFLUENCE RATING: **40**

Turn people  
with complaints  
into Social  
Media  
Promoters!





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# The Numbers Tell the Story: **SOCIAL ENGAGEMENT**

## **EXPERIENCE**

- **Radio Station tweeted about our client's customer's lawsuit**
- **Proactive escalation**
- **Headed off potential negative social brand experience**

FOLLOWERS: **2,686**

SPHERE OF INFLUENCE RATING: **29**

### **Crisis Management**

Escalated a Tweet to our client from a radio station's Twitter account (@WBZNewsRadio) announcing they were going to interview an individual who was going to discuss a law suit against my client's company. Client was able to get a four hour notice with our monitoring and put together a response in advance of the broadcast.



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# The Numbers Tell the Story: SOCIAL ENGAGEMENT

## EXPERIENCE

- Engaged with Bloggers to enhance Social experience
- Brand promotion and engagement escalated in many social spaces
- Closed loop engagement on web initiatives

COMBINED FOLLOWERS: **3,020**

AVERAGED SPHERE OF INFLUENCE: **36**

### Brand Promotion

A couple of bloggers (@NewYorkDad, @GoodiesFirst) visited our client and posted about their unique experiences. We thanked them and suggested things to do/try upon their return. Our responses and the bloggers very high praise was re-Tweeted to a vast audience from many additional bloggers.





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**ARE YOU READY  
TO ENGAGE?**