

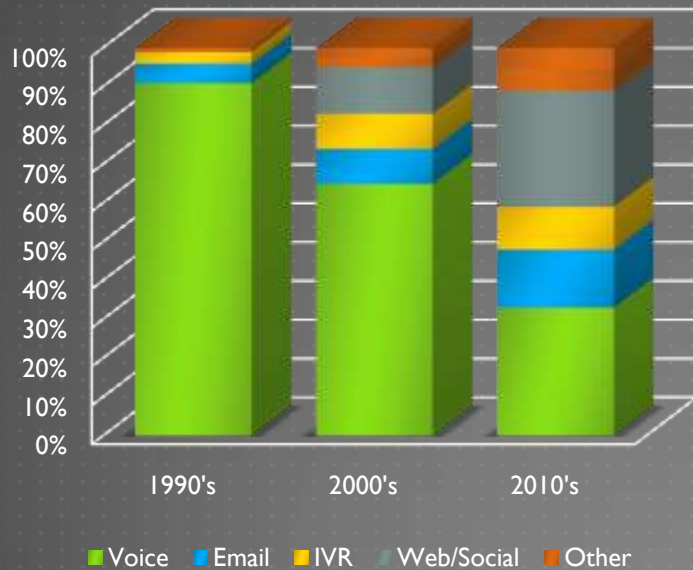


SOCIAL MEDIA IN THE CONTACT CENTER

Mariano Tan

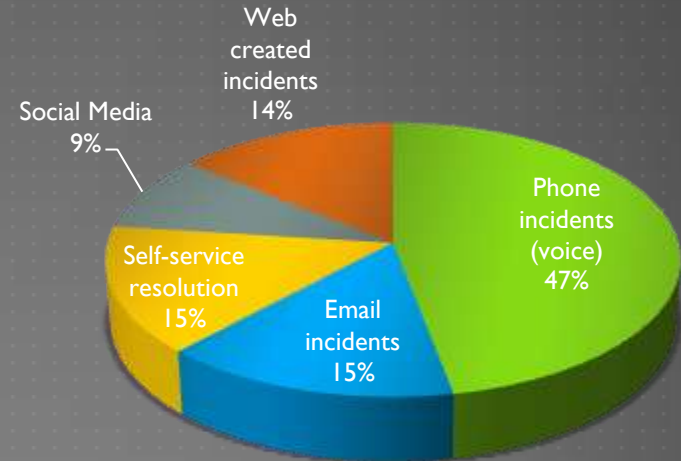
CHANNEL PREFERENCES ARE SHIFTING

Non face-to-face Interactions by Channel (B2C)



Source: Dimension Data Global Contact Centre Benchmarking Report 2011

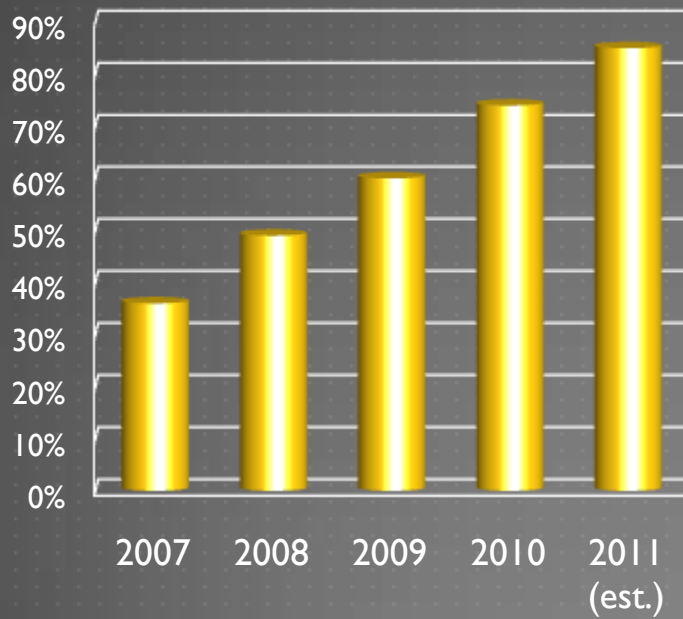
B2B Interaction Volume by Channel: 2011 Estimate



Source: TSIA Benchmark Data Ragsdale's Eye on Service Dec. 2010

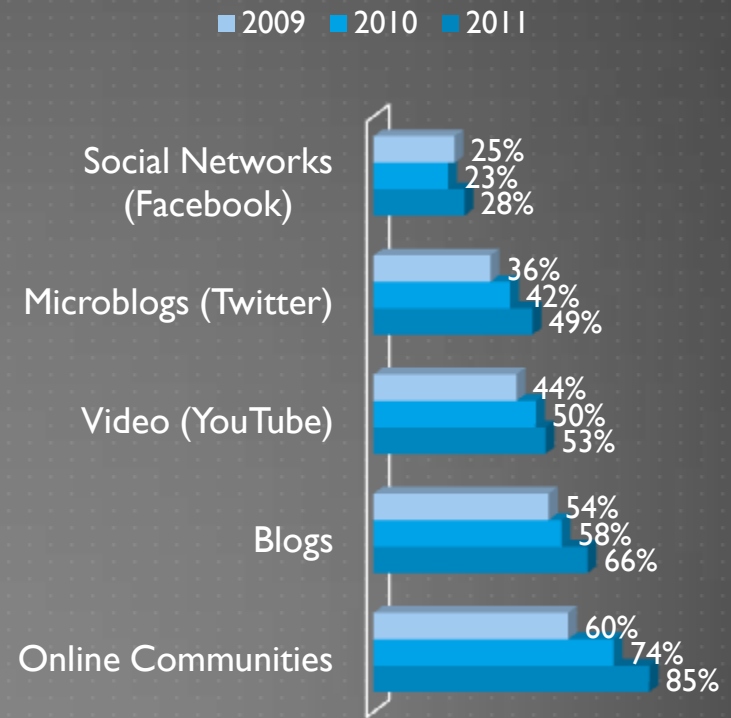
SOCIAL MEDIA ADOPTION IS INCREASING

Social Media Support - Adoption Rate



Source: TSIA Member Technology Survey
Social Media Survey

Social Media Channels Supported



Source: TSIA Social Media Survey

THE CONTACT CENTER IS CHANGING






- ▶ Different experience
 - ▶ Public vs. Private
 - ▶ Constrained message length
 - ▶ Technically anonymous
 - ▶ Superficially intimate
- ▶ Altered Operations Model
 - ▶ Asynchronous
 - ▶ Highly variable
 - ▶ More complex
- ▶ New Metrics and Analytics
 - ▶ Multiple modalities, long spans of time
 - ▶ Data is external to the enterprise
 - ▶ Information flow is two-way

CASE STUDY: @COMCASTCARES



**Bill Gerth** ✓
@comcastcares Philadelphia, PA
*My name is Bill Gerth also known as @comcastbill. We are here to Make it Right for our customers.
William_Gerth@comcast.com
<http://www.comcast.com>*

✓ Following   

Tweet to @comcastcares

- Tweets Favorites Following Followers Lists
-  **comcastcares** Bill Gerth
I will be traveling and will not be back until 9/6. Please ping @comcastmichael, @comcastwill or @comcastmelissa with any service issues.
26 Aug
 -  **comcastcares** Bill Gerth
@johnsmiley Yikes. I hope all goes well and stay safe.
26 Aug
 -  **comcastcares** Bill Gerth
Comcast is closely monitoring Hurricane Irene's path & is ready to respond to any potential impacts. We are standing by to assist customers.

 About @comcastcares

51,124 Tweets 42,216 Following 53,300 Followers 1,840 Listed

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EIGHT TIPS FOR SOCIAL MEDIA SUCCESS

1. Have an unambiguous mission
2. Commit to the channel
3. Build the right cross-functional team
4. Listen first, then react
5. Integrate with existing processes, metrics and tools
6. Understand the limitations of the channel
7. Be mindful of privacy issues
8. Keep a flexible and adaptable mindset



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WALMART'S ASTROTURFING ADVENTURE

The image shows a screenshot of Walmart's 'Across America' website. The page has a teal background with a map of the United States. At the top left, it says 'WALMART'S Across America'. On the left side, there are three small thumbnail images with captions: 'ROAD TO GET THE JOB & MORE', 'ON THE ROAD', and 'ON THE WATER'. The main content area features a large photo of a man with a long beard and a hood, looking like a 'Survivor' contestant. Below the photo is a short article with the title 'A Survivor Story' and several paragraphs of text. On the right side, there is a vertical sidebar with a map of Georgia and the text 'WALMART'S Across America'. At the bottom right, there is a logo for 'WORKING FAMILIES'.

Lesson: Be authentic

NESTLÉ AND GREENPEACE



Lesson: Respond don't suppress

BP'S FAKE PR DEPARTMENT

The screenshot shows the Twitter profile for @BPGlobalPR. The profile name is "BP Public Relations" and the bio states: "This page exists to get BP's message and mission statement out into the twitterverse! http://www.streetgiant.bigcartel.com". The account has 517 tweets, 943 following, 165,034 followers, and 8,532 lists. The profile picture is a stylized sunburst logo. The header image features a green t-shirt with the BP logo and the text "Destroying the Gulf for: 87 days free \$25 t-shirts! streetgiant.bigcartel.com". The main content area shows a list of tweets from the account, including one about BP never using false numbers to downplay the severity of the spill, another about a Sheen sighting in the Gulf of Mexico, and a third about missing the Healthy Gulf National Day of Action. The right sidebar shows "Recent Images" and "Similar to @BPGlobalPR" with links to other users like Zalus13, Trevor_Nelson, and shitmydadaays.

Lesson: Money can't buy you followers

CHRYSLER'S MISTAKE



Lesson: Hire the right people