REINVENTING CUSTOMER SERVICE

with an Omniconnected Contact Center System

Social messengers represent a rich communication tool that is very familiar to most people. Many people have one, two, or even several social messengers on their smartphones and use them regularly to talk to their friends and close ones.

To raise the productivity of a business-to-customer conversation, and to add convenience to customers, it makes perfect sense to communicate with them using social messengers. The benefits are many. Here are just some of them:

NO WAITING WITH ALERTS

If there is a delay, customers don't have to wait - they can go about their business after requesting help, as the messenger app will alert them when there is a representative ready to talk.

CONVENIENCE OF TEXT

Text is great for private conversations in public places, and also when a person wants to talk at their own pace, thinking their messages through before sending. The delay is not an issue for representatives, who don't have to wait for a reply, but tend to other conversations instead.

EASE AND PRECISION OF SHARING A LOCATION

Most messengers support sharing a location at a click of a button. This cuts the time needed to establish the customer's location and reduces the probability of an error. And, of course, it is up to customer to share their location or keep it private.

ESCALATION TO VOICE

At any time during the conversation, a representative and a customer may decide to speed up the dialog via a voice call. Ending such call does not mean the end of the transaction, as the conversation continues in text.

PICTURE MESSAGING

A picture is worth 1000 words. For example, showing a picture of damaged car or a misbehaving device may dramatically cut the time taken to explain the issues.

Sending photos of the documents during a conversation eliminates the need to hunt for a fax machine (and then wonder if the document has reached the right person).

POSITIVE IDENTIFICATION

Social messengers report the nickname of the person on the other end. Once the nickname is linked to a customer's profile, the subsequent identification is fast and exact, as people rarely share their social messaging accounts with others.

Voice
E-mail
LINE
WeChat
Viber
WhatsApp
Mobile In-App
SMS
Web Chat
Video

OMNICONNECTED

Supporting one social messenger is not enough, though. Consider a company asking its customers to install an app and create an account to talk to its customer service department. While some people might do that, the additional burden might just be too much.

It is much easier to make use of something already available. We currently support LINE, WeChat, Viber, and WhatsApp. We are actively working on supporting other social messengers - our goal is to support all.

And, for an occasional feature phone, we do support SMS, e-mail, and phone calls.

DISPOSABLE APPS AND AUTOMATION

Our interaction scenarios help make one-time, disposable apps: a predefined question or a set of keywords found in the incoming message could be used to provide self-service, such as, for example, transit time information, or event details, all without building and distributing an app.

We use this capability out of the box to conduct a post-transaction survey after each contact.

CONTACT US

To see a demo, and set up a pilot, contact us today:

Phone: +1 650-425-6242
US toll-free: +1 855-631-4553
Email: sales@brightpattern.com
http://www.brightpattern.com