



Presence Social Media unveils a new means of communication between Contact Centers and users. This solution connects Contact Centers and clients via new communication mediums available in web 2.0 (such as Twitter, Facebook, Google Buzz), unifying interactions among these channels and traditional Contact Center channel management.

Presence Social Media

Presence Social Media is the answer for Contact Centers that need to adapt their resources to the latest Internet communication trend: Social Networks.

Social Networks have changed the way people communicate worldwide, creating a global communication revolution. Access to information is easier, faster and cheaper than what it was some years ago. We are now able to use Social Media to interact with others from anywhere in the world, in real time.

The role of Social Media is gaining momentum in a company's success. Information such as product reviews and customer feedback can be shared, posted and discussed over the Internet in real time. If an organization is not educated on how to interact within these social channels, this valuable information may never be seen by the company, and ultimately, their lack of response may cause them to miss opportunities with actual or potential customers. Additionally, businesses could use this information to improve their organization's strategies, products and services.

How can organizations change how they interact in Social Networks?

Presence Social Media extends the ability to the Contact Center to utilize Twitter, post and answer messages on Facebook, and even to manage instant messaging in real time, all while utilizing the traditional interface in the Presence Suite. Presence Social Media integrates a variety of tasks, such as blending multichannel interactions with back-office tasks, and communication through social networks, via a single interface.

With Presence, companies are able to integrate new channels quickly and easily, and in most instances, it will sync with your current applications, thereby increasing agent productivity.



Benefits

- **Cost Reduction:** Your Contact Center will be able to manage these new channels through one centralized tool.
- **Minimal infrastructure requirements:** You will only need Internet Access, corporate accounts in Twitter, Facebook, Google Buzz, etc. and sufficient bandwidth.
- **Help with Search Engine Optimization:** Social Networks expand a Contact Center's exposure on the Internet and Web 2.0.
- **Consolidated and unified Information:** It offers all the information related to each customer interaction through a single consolidated interface. Companies can make decisions based on real time information.
- **Blending Social Media and other common channels:** It combines Contact Center services with social network interactions, with or without synchronization, which maximizes Contact Center productivity.
- **It guides agents and interactions at all times:** Presence allows intelligent routing, or even complete automation of each interaction or established communication to improve workflow and reduce training times.



Highlights

- ✓ Channel unification between back-office tasks and social networks via one interface.
- ✓ Routing and Sorting are based on business information, interaction text content or data input by the customer.
- ✓ Spam blocking.
- ✓ Real time and historical reporting.
- ✓ Same front-end interface for user and supervisor, avoiding complex agent training operations and human error.
- ✓ Spell check, template selection and pre-defined answers for text messaging.

Use Model















Presence supports social networks:

- ✓ Creates an interface between the social media network and Presence Suite; any interaction is processed as part of the Suite.
- ✓ Presence Suite treats the social network interaction the same way it treats other tasks. This allows the Suite to assign the task to the most qualified agent, controlling the work flow from end to end.

The combination of these list modules offers the most complete management solution, regardless of what channel is being used.

All-in-One Suite and Multipoint Solution

Presence Suite Modules

 Presence OpenGate	 Presence Intelligent Routing	 Presence Back Office
 Presence Voice Outbound	 Presence IVR	 Presence Messaging
 Presence Scripting	 Presence RoboDialer	 Presence Internet
 Presence Voice Inbound	 Presence Reporting	 Presence Recording
 Presence Social Media	 Presence Agent	 Presence Supervisor