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Developer Jam Session

Social CRM and Building Apps to Monitor Social Channels

April 7, 2011

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- ▶ Please ask questions through the GoToWebinar interface.
- ▶ Twitter hashtag: #voxeo
- ▶ Archive will be available at:
 - <http://blogs.voxeo.com/jamsessions/>

- ▶ Two thirds of world's Internet population visit social network sites, such as **facebook** or **twitter**
- ▶ Users are often customers and publish feedback about products or services
- ▶ Viral effects can easily add damage to brands



“Social networking services will replace email as the primary vehicle for communications for 20 percent of business users by 2014” - Gartner Research

Source: ComputerWorld UK, Nov 15, 2010

- ▶ Companies need to pay attention
 - Actively contributing to social communication can increase revenue as well as customer loyalty
- ▶ Responding to users can take place over the social channel, but can include more traditional channels as well: voice, SMS, agent interaction
- ▶ Companies face same staffing problem as with traditional contact centers

- ▶ Hire a team of tweeters
- ▶ Force your existing team into 24x7
- ▶ Ignore all tweets outside of “work” hours – or reply later
- ▶ Integrate Twitter messages into your existing contact center
- ▶ Apply an *appropriate* level of automation

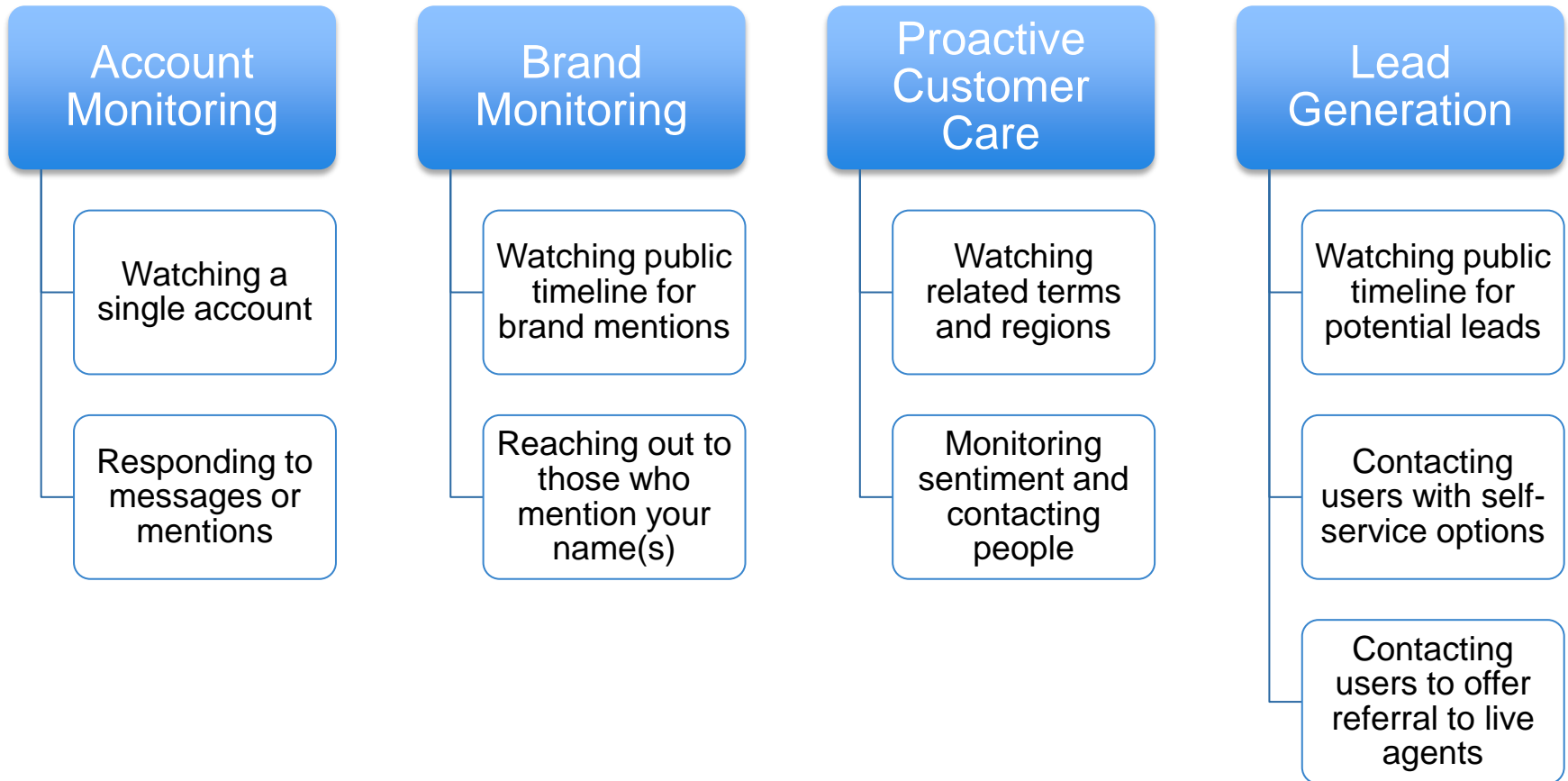


Automation with Voxeo's Multi-Channel Solutions

Voxeo Vision: Unified Self-Service



Use Cases



Account Monitoring Example



- ▶ Sends out SMS alerts based on keywords or Twitter replies with appropriate links
- ▶ Try it out: **@tropohelp <text>**
- ▶ Rules:
 - If Twitter account is mentioned in a tweet with the word "**fail**" send an SMS alert to staff
 - If the message is a reply and includes the word:
 - "**help**" – reply with URL and send an SMS alert to staff
 - "**faq**" – reply with the URL to the FAQ
 - "**documentation**" – reply with the URL to the documentation



SERVING THE SOCIAL CUSTOMER: SCALING YOUR SUPPORT FOR TWITTER, FACEBOOK AND MORE

November 30, 2010

Dan York
Dir. of Conversations
twitter.com/danyork
twitter.com/voxeo



bit.ly/jam1110

- ▶ Listen to the public Twitter timeline and pay attention to product mentions or keywords
 - Apply Sentiment Analysis to detect anger or dissatisfaction

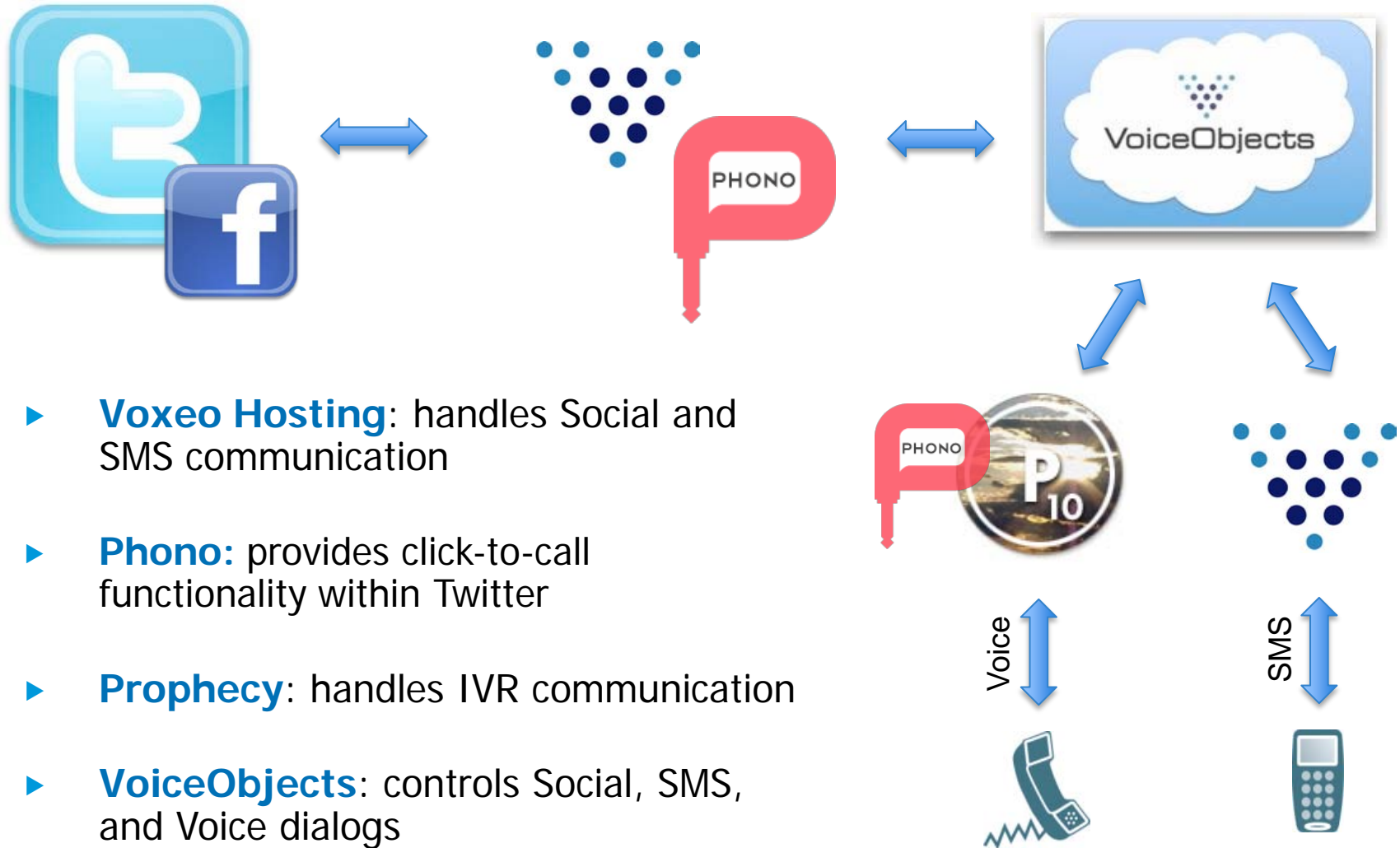
- ▶ Respond via Twitter
 - Ask user to “opt-in” by following the Twitter account
 - Users can send private “Direct Messages” to avoid the public for follow-on conversation, e.g. including phone-numbers
 - Qualify a sales lead completely within Twitter

- ▶ Trigger outbound call or offer click-to-call, optionally collect some additional information through IVR

- ▶ Forward call to a customer service representative to close deal

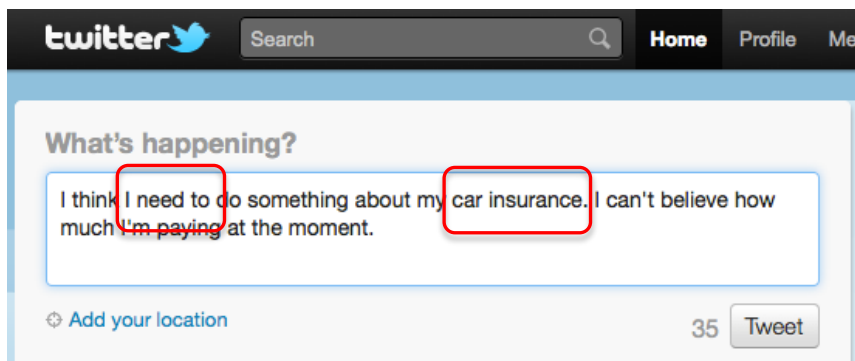
- ▶ Reachout via SMS as final confirmation

▶ DEMO



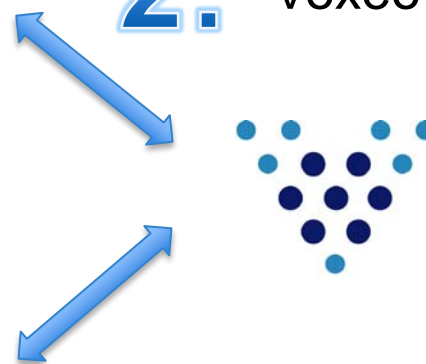
- ▶ **Voxeo Hosting:** handles Social and SMS communication
- ▶ **Phono:** provides click-to-call functionality within Twitter
- ▶ **Prophecy:** handles IVR communication
- ▶ **VoiceObjects:** controls Social, SMS, and Voice dialogs

Dialog Flow

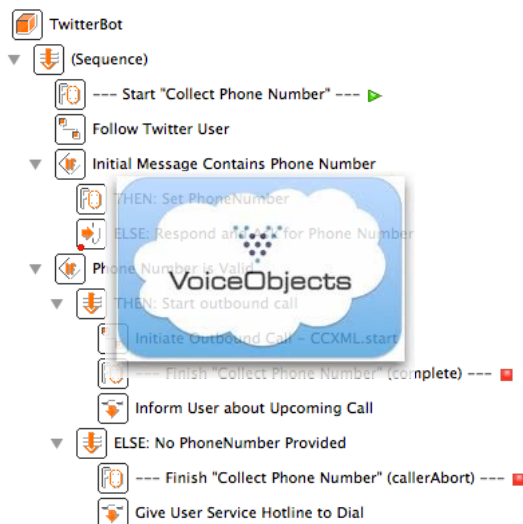


1. User tweets keyword

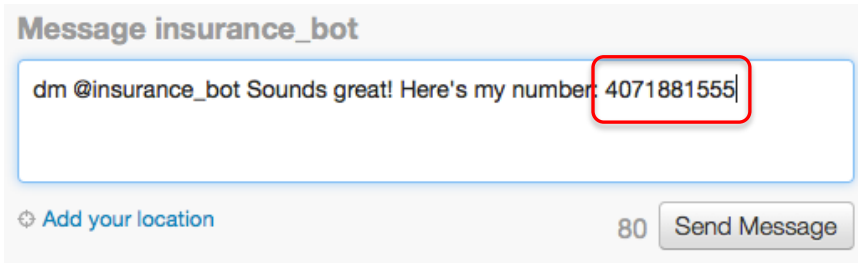
2. Voxeo Hosting picks it up



3. VoiceObjects responds:



Dialog Flow

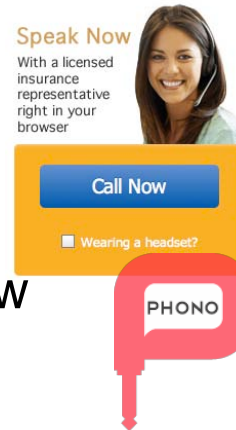


4.

User sends direct message (DM) with phone number

OR

clicks URL to call now



5.

VoiceObjects starts outbound call



Dialog Flow



6.

VoiceObjects IVR collects remaining information (car make and model)



8.

Sends confirmation SMS

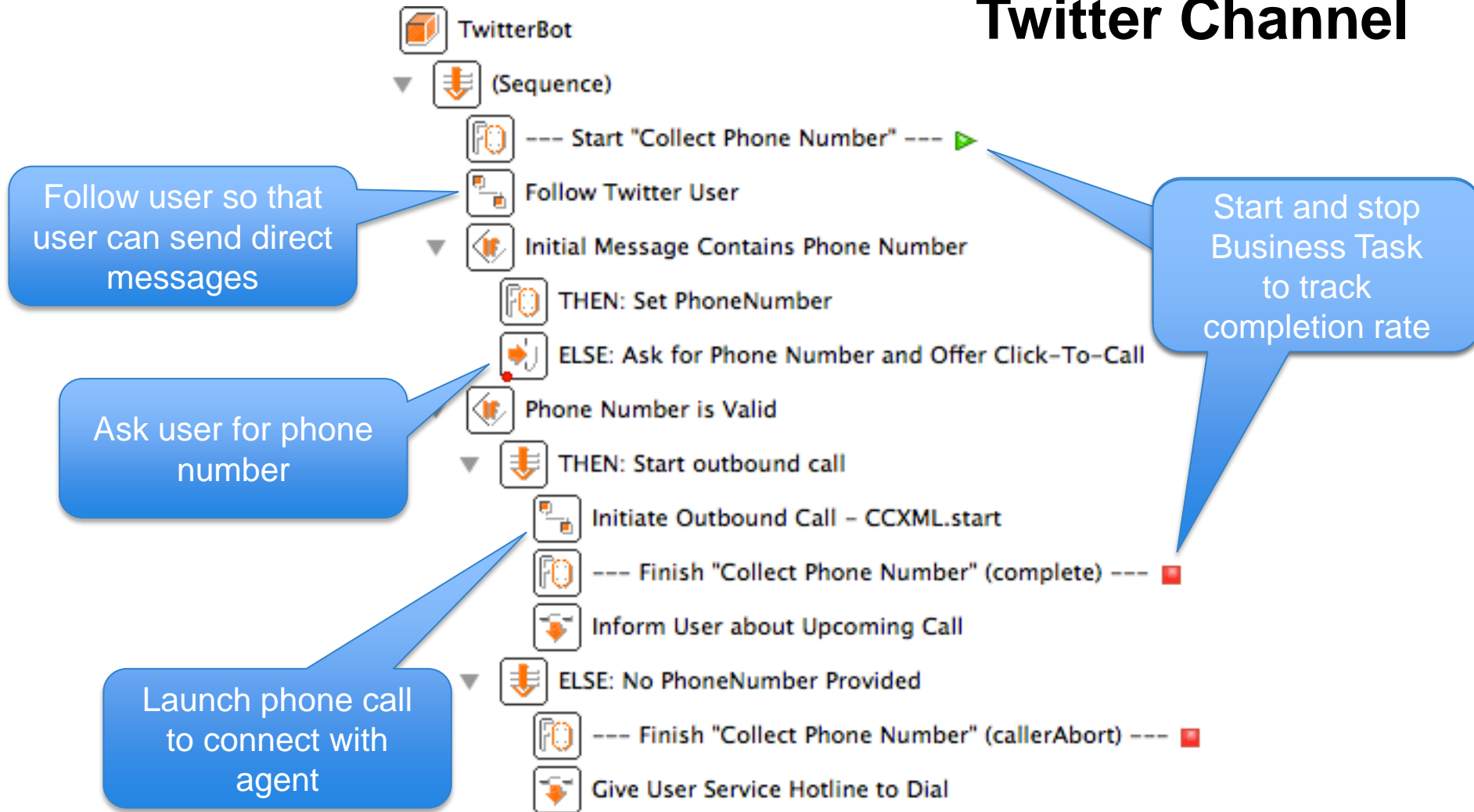
7.

Transfers to CSR. Populate agent screen with collected data

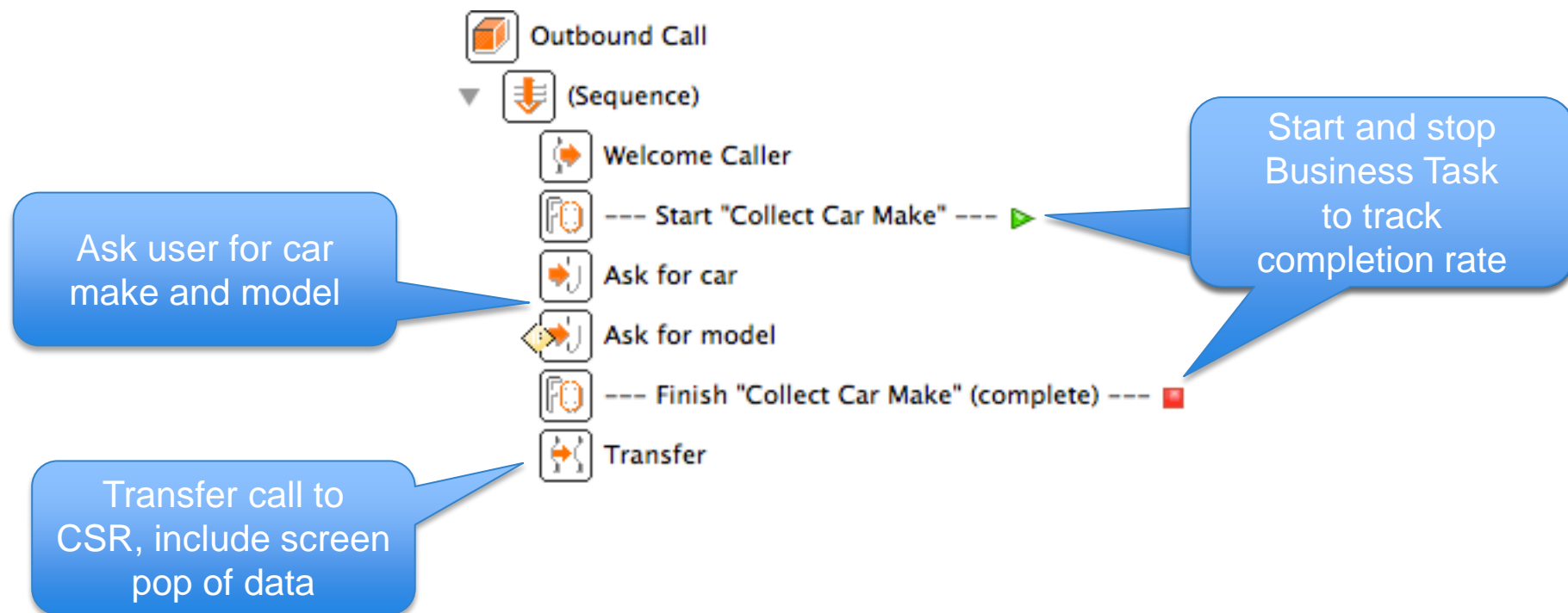


VoiceObjects Implementation

Twitter Channel



Voice Channel



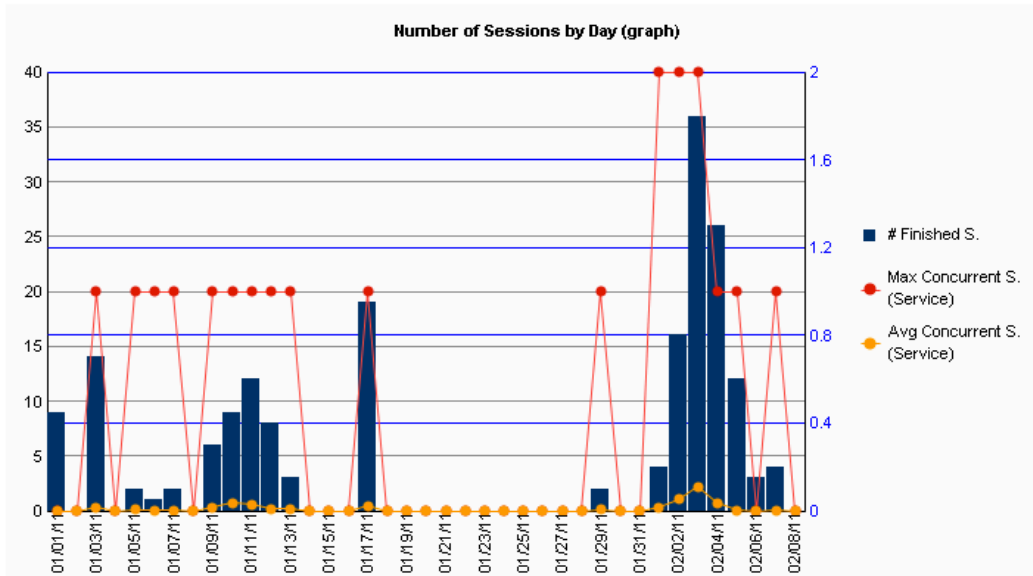
Reporting: Sessions



VoiceObjects Analyzer

Number of Sessions by Day

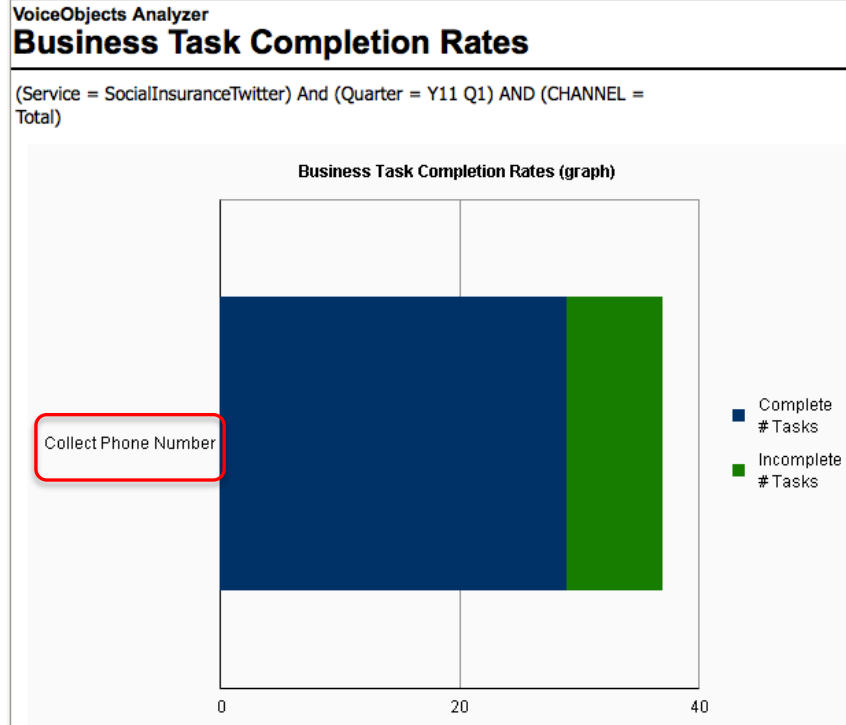
(Service = SocialInsuranceTwitter) And (Quarter = Y11 Q1)



Out-of-the-box cross-channel reporting and analytics

Day	Metrics	# Finished S.	# Aborted S.	# Rejected S.	Total S.	Max Concurrent S. (Service)	Avg Concurrent S. (Service)	Duration (min.)	Avg Duration (sec.)
01/01/11		9	0	0	9	0	0.0	0.1	1
01/02/11		0	0	0	0	0	0.0	0.0	0
01/03/11		14	0	0	14	1	0.0	16.6	71
01/04/11		0	0	0	0	0	0.0	0.0	0
01/05/11		2	0	0	2	1	0.0	10.0	301
01/06/11		1	1	0	2	1	0.0	2.5	147
01/07/11		2	1	0	3	1	0.0	2.4	72
01/08/11		0	0	0	0	0	0.0	0.0	0
01/09/11		6	1	0	7	1	0.0	25.1	251
01/10/11		9	4	0	13	1	0.0	26.8	179
01/11/11		12	5	0	17	1	0.0	32.8	164
01/12/11		8	6	0	14	1	0.0	10.9	82
01/13/11		3	0	0	3	1	0.0	15.1	301

Reporting: Completion Rates



Twitter Channel

16% did not respond to initial bot tweet

Task	Task Type	Task Completion		Complete		Incomplete				Total			
		Task Status	Metrics	# Tasks	%	Backend error	Caller abort	Session termination	# Tasks	%	# Tasks	%	
Collect Phone Number	Transaction			29	78.4%	1	2.7%	1	2.7%	6	16.2%	37	100.0%

78% of all users did provide their phone number

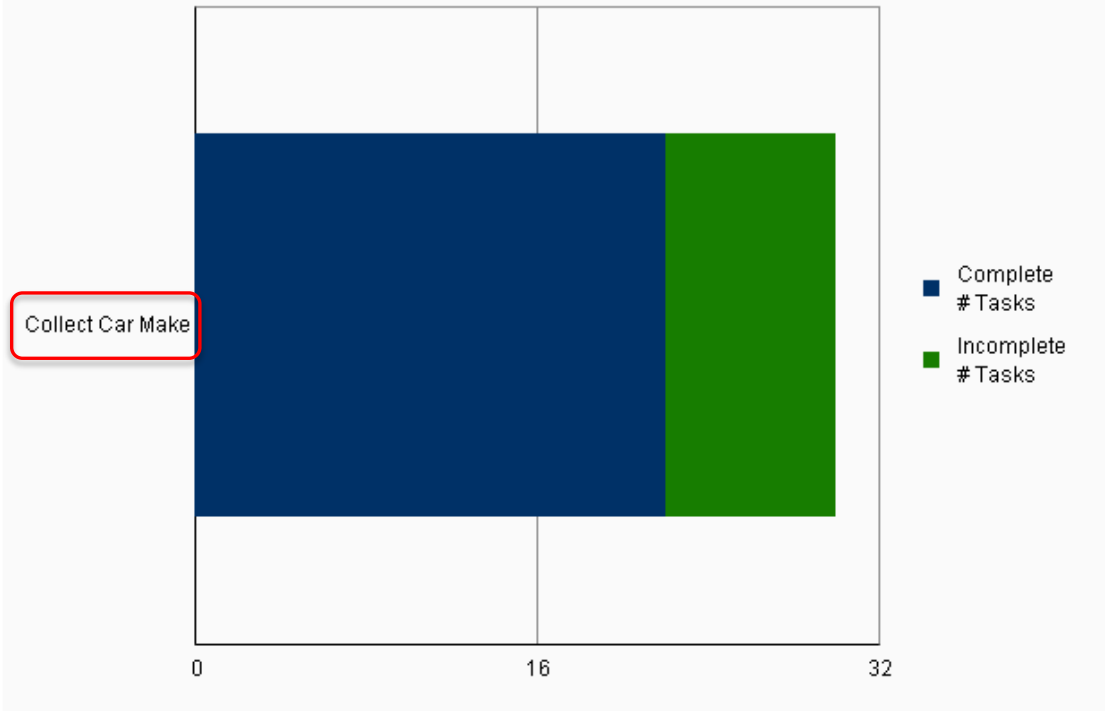
Reporting: Completion Rates

VoiceObjects Analyzer

Business Task Completion Rates

(Service = SocialInsuranceOutboundCall) And (Quarter = Y11 Q1) AND
(CHANNEL = Total)

Business Task Completion Rates (graph)



Voice Channel

73% of all users did provide their car make and model and got transferred

Channel	Task	Task Type	Task Completion		Complete		Incomplete		Total	
			Task Status		Complete		Session termination			
			Metrics		# Tasks	%	# Tasks	%	# Tasks	%
Total	Collect Car Make	Transaction			22	73.3%	8	26.7%	30	100.0%

- ▶ Download a free copy of VoiceObjects:
 - <http://developers.voiceobjects.com/>
- ▶ Read more about social applications at:
 - <http://blogs.voxeo.com/>

- ▶ **“How Does IPv6 Impact Communications Applications?”**
 - Thursday, May 5, 2011
 - <http://blogs.voxeo.com/jamsessions/>



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THANK YOU!

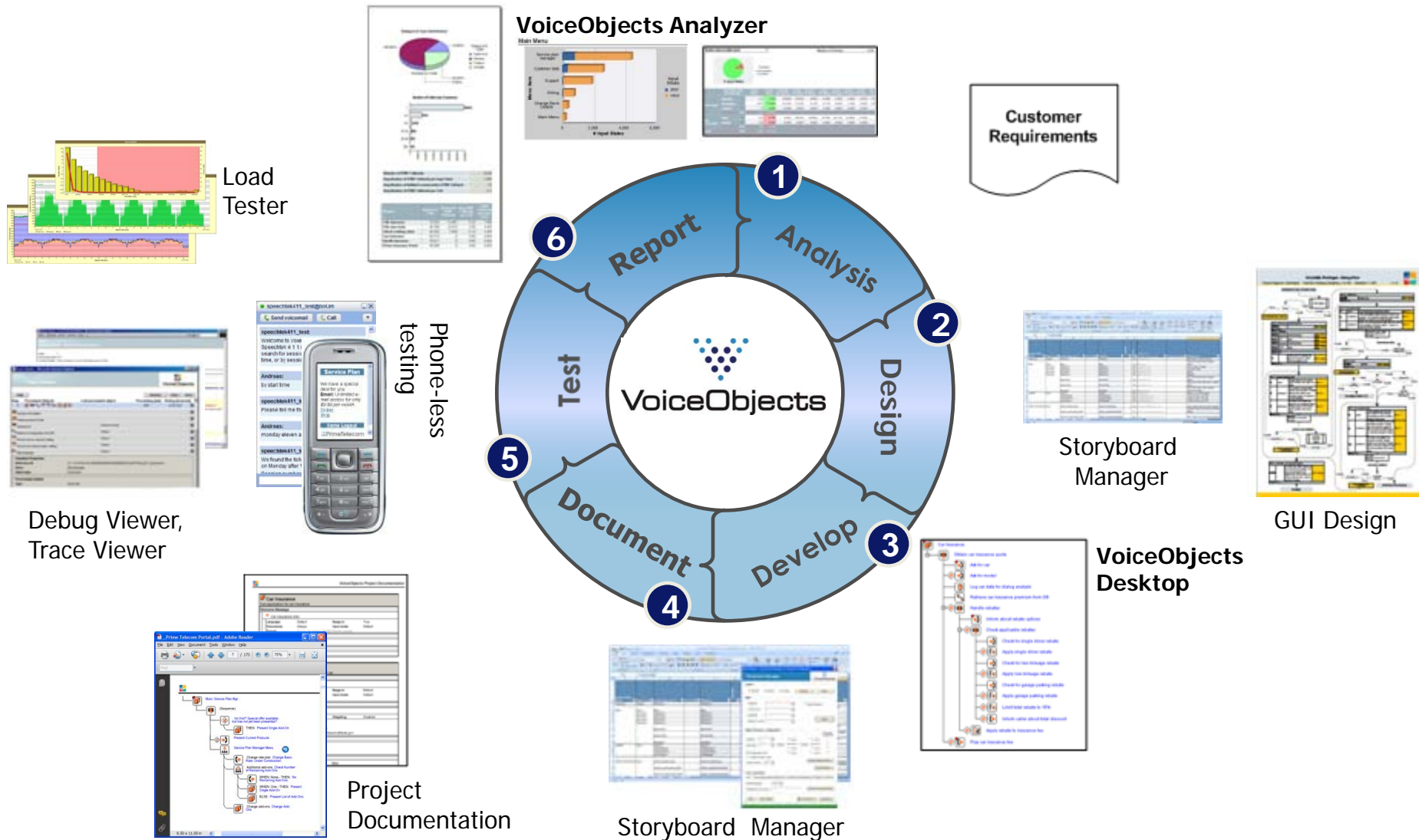
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Application Lifecycle Management



VoiceObjects Infostore and Analyzer

- Out-of-the-box Data Capture by VoiceObjects Server
 - Dimensional Data model optimized for BI analysis
 - Integrates with data from ASR, CTI, and CRM
- Analysis and Reporting
 - Based on standard business intelligence tools
 - 60+ predefined Reports, based on real-time data
 - Extends existing Data Warehouse
 - Includes Customer behavior and business analysis
- Highest Rated Analytics Package in the Market

