

Upotreba Cisco SocialMiner rešenja u kompanijama iz finansijskog sektora za interakciju sa društvenim mrežama

Did You Know that...

78% of 18 - 34 year olds

71% of 35 - 44 year olds

59% of 45 - 54 year olds

have either a Facebook or MySpace account



Harris Interactive.com Newsroom., 2010
www.harrisinteractive.com/NewsRoom/HarrisPolls,
Accessed August 16, 2010

Did You Know That...

1.3M

The average number of tweets per hour

3.5B

Pieces of content (web links, news stories, blog posts, etc.) shared each week on Facebook.

35M

Number of Facebook users who update their status each day.



Did You Know That...

34% of online Americans have used social media to rant or rave about a product, company, or brand

Fans are 28% more likely than non-fans to continue using a specific product

Fans are 41% more likely to recommend to a friend

Barbierri, Cody, "Nielson Company Reports 82% Increase in Time Spent on Social Networks," [Social VentureBeat.com](http://social.venturebeat.com) /social.venturebeat.com, Accessed August 16, 2010



Your Customers Are Talking

They are saying nice things



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from user 'cassiecorrado' (cassie corrado). The tweet text reads: 'Im catching up on all the shows I missed this week. Thankyou [redacted] DVR! I Love You. ... <http://lnk.ms/29nk3>'. The tweet is timestamped '9:19 PM Sep 26th from MySpace'. Below the tweet is the user's profile picture and name. At the bottom of the screenshot is a footer with copyright information and various links: © 2009 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

Im catching up on all the shows I missed this week. Thankyou [redacted] DVR! I Love You. ... <http://lnk.ms/29nk3>

9:19 PM Sep 26th from MySpace

 **cassiecorrado**
cassie corrado

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Your Customers Are Talking

They are saying not-so-nice things.

facebook

Home

Profile

Friends

Inbox

Discussion Board

Topic View

Topic: phone tree hell



Post #1

Aldona Mohney (San Francisco, CA) wrote

on August 29, 2009 at 12:51am

Our "new" DVR cable box has been nothing but trouble. It freezes, miss records or fails to record. Tonight it completely died and left us a message to call an 800 number and the error code ACC. After 10 minutes navigating thei hellacious phone tree we get a message saying all operators are busy please call back or try our online support. Then it hangs up. My husband issued more than a few choice words. When he finally got through they gave him some BS line about a weak signal. As if a new box could casuse a weak signal

Your Customers Are Talking

They are asking for advice.



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from a user named InciteYES (Margarita Rozenfeld). The tweet text is: "needs help with a phone provider decision (firing [redacted]) [redacted] for cell + their landline option vs. [redacted] land line? Thoughts/ideas?". There are three redacted areas in the text. To the right of the text are icons for a star and a reply. Below the text is the timestamp "31 minutes ago from web". At the bottom of the tweet is the user's profile picture, name "InciteYES", and full name "Margarita Rozenfeld". At the very bottom of the screenshot is a footer with copyright information and various links: © 2009 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

needs help with a phone provider
decision (firing [redacted]) [redacted] for
cell + their landline option vs. [redacted]
land line? Thoughts/ideas?

31 minutes ago from web

 **InciteYES**
Margarita Rozenfeld

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Your customers are asking...

But is anyone listening?

What's the right way to respond?

What if we don't respond?

Are we missing opportunities?



Cisco SocialMiner

Social Media Customer Care

Cisco SocialMiner

Social Media Customer Care



Customer

1. Capture

2. Analyze & Prioritize

3. Communication Workflow

4. Assign

5. Engage



Cisco SocialMiner

Cisco Unified Contact Center



Social Media Customer Care Agent

Cisco SocialMiner

Overview

- Enable proactive customer service by queuing and assigning social web posts to appropriate staff
- Complement brand monitoring dashboards

Features

- Real-time capture of social media postings
- Social media campaign management
- Route and queue contacts to experts
- Tagging
- Social Screen Pop
- Real-time Notifications via Instant Message, Email, and Text
- Social media customer care metrics
- Rich set of Platform API's for customization



Cisco SocialMiner Earns Best of Enterprise Connect 2011

This award honors companies who have made significant technological advancements to benefit the enterprise communications market



Hvala

