Social Media and Customer Care

Tod Famous
Product Line Manager
Customer Collaboration Business Unit
2009: The year of the status update

Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.
Social Media Customer Care

1. Capture
2. Analyze & Prioritize
3. Communication Workflow
4. Assign & Engage

Customer

Social Media Customer Care Agent

Social Appliance

Cisco Unified Contact Center
Social Media Customer Care Maturity Model

Level 1
Listening (or ignoring)
- Occasional reporting
- Reactive/surprised by social media

Level 2
Social Media Broadcasting
- Facebook page and Twitter presence
- Broadcast standard marketing via social media

Level 3
Social Media Marketing
- Social Media strategy
- Engagement marketing
- Brand dashboarding
- Minimal customer care involvement

Level 4
Social Media Customer Care
- Scalable engagement process
- Teams work queues
- Managed process
- Team activity reports

Level 5
Proactive Engagement
- Proactive Customer Care
- Proactive Sales
- Social Media Business Intelligence

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- Proactive Sales
- Social Media Business Intelligence
Demonstration

“I broke my phone!”
What is Social Customer Relationship Management (CRM)?

“CRM is a philosophy & a business strategy, supported by a technology platform, business rules, workflow, processes & social characteristics, designed to engage the customer in a collaborative conversation in order to provide mutually beneficial value in a trusted & transparent business environment. It's the company's response to the customer's ownership of the conversation.”

Paul Greenburg – July 2009
Location Based Services

- Always-on: Google Latitude, Twitter
- Check-in startups: foursquare, Gowalla
- Location enabled reviews (yelp)
- Facebook is coming…

Future: Activity Streams
Demonstration

“Coffee Shop”
The Cisco Product Strategy

- Social Media disruption will support a substantial new wave of innovation in customer care
- Social Media customer care will bring new requirements to the platform
  - New customer care workflows
  - New types of users
  - Scalability
  - Productivity
- Social Media Customer Care will be part of the platform
  - Applicable to all our market segments
- First to scale
Demonstration

Social Media
Customer Care

CiscoLive
Cisco Consumer Products
Customer Collaboration Analyst Day
Cisco Quad
A Comprehensive Collaboration Platform

Personal Dashboard
Social Tagging
Click to: Call, IM, Meet
People, Communities, Information, Search
Content Management
Policy and Security

Directory Profile
Blogs, Wikis, Forums
Community Team Space
Video
UC-Enabled Browser
Micro-Blogging
Open Social Gadget Container
Cisco ECP Foundation
A lightweight gadget container

- Open-Social Compliant Gadget Container
- Common Container for all products in customer collaboration portfolio (Web 2.0 Desktop, Social Media Care, Media Capture Platform) Content Management
- Co-Resident on Agent Web Services OS
- No administration or configuration
- Included with component installation

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Profile
Blogs, Wikis, Forums
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Team Space
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Open Social Gadget Container