

Social Networking for Call Centers and Help Desks

What is it and how can it help me?

Turbulent Times

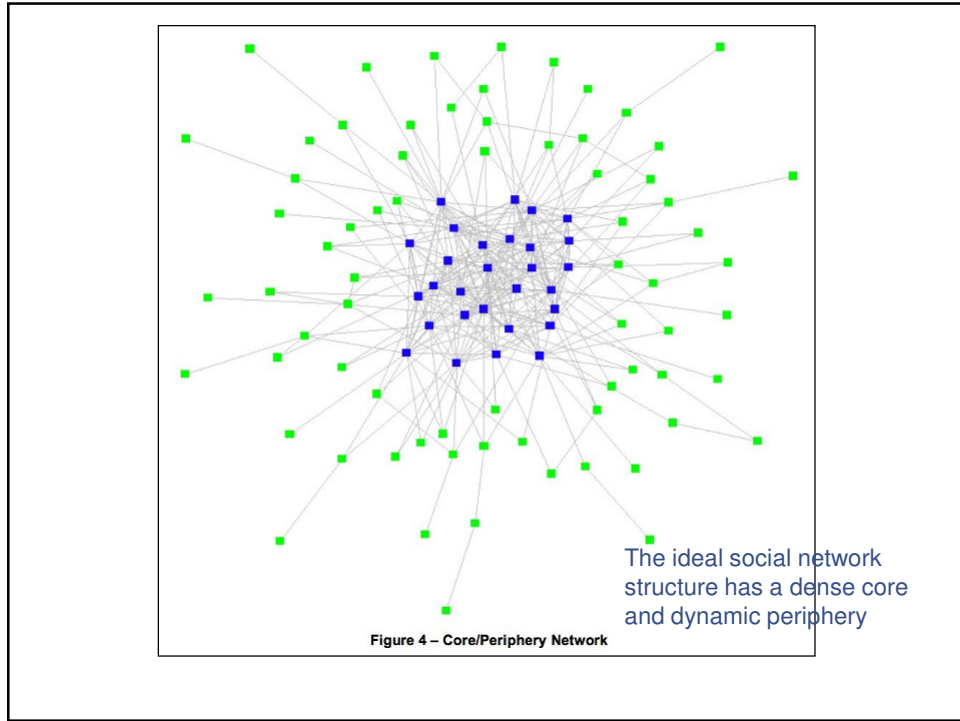
To survive:

- Sense change
- Make sense of changes
- Respond

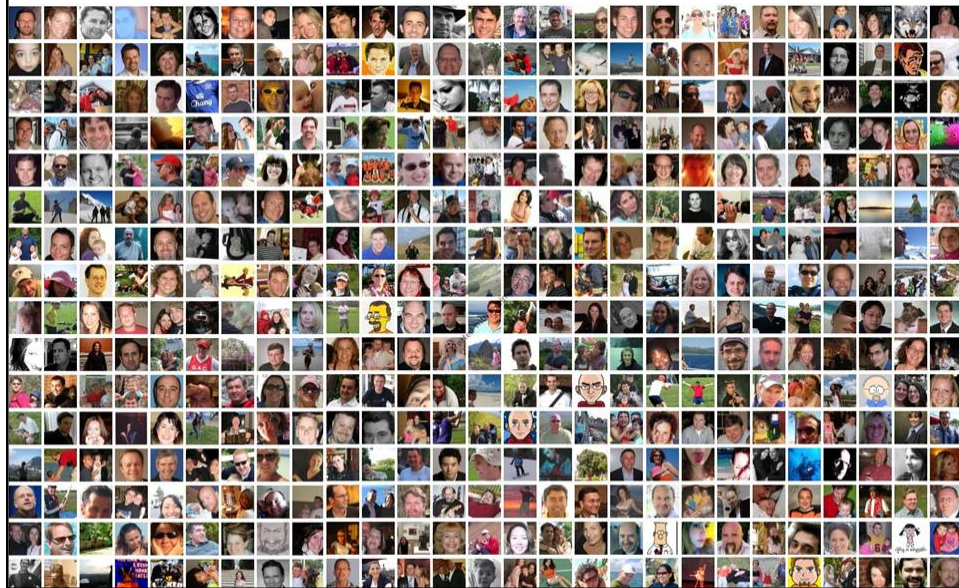


To win...

- Without losing momentum
- Faster than others
- Organizational agility



Enterprise 2.0 is Made of People



...and ties, strong and weak



Where in Web 2.0 land
will I find the solution?

wikis **Social Software** dashboards

web 2.0 rss

social networks blogs

widgets **enterprise 2.0**

microblogging

Consumer Trends are good indicators, but not right for business

Wikis & Blogs



Social Networks



Dashboards & Widgets



The Depth of True Enterprise Social Software



Support & Call Center Challenges

- Constant need to accelerate & improve support operations
- Knowledge lost in emails, call records & undocumented tribal knowledge
- On-boarding for new accounts, new agents and new products
- No tools for on-the-fly sharing & collaboration for trouble-shooting
- Inflexible tools cannot be extended securely to outside audiences or other IT systems



Connected Collaboration for Service and Support

Exception handling knowledge base

- When problem is not found in legacy KB, go to the wiki to search, document and collaborate with others for resolution.

Knowledge base

- Intranet / extranet KB, product documentation and FAQ's.

How-to's and playbooks

- To assist your customers and partners with your products on the best procedures and processes.

Product supportability

- Collaborative, capture and document across departments what is known for new releases, upgrades and changes to your products.

Account Management

- Critical or On-going, (On-Line War Room)

Help desk for Enterprise user support

- Define categories for dept / problem areas and relevant content. Self-service extended to the community.

How Can We Manage Attention?



How Can We Collaborate?

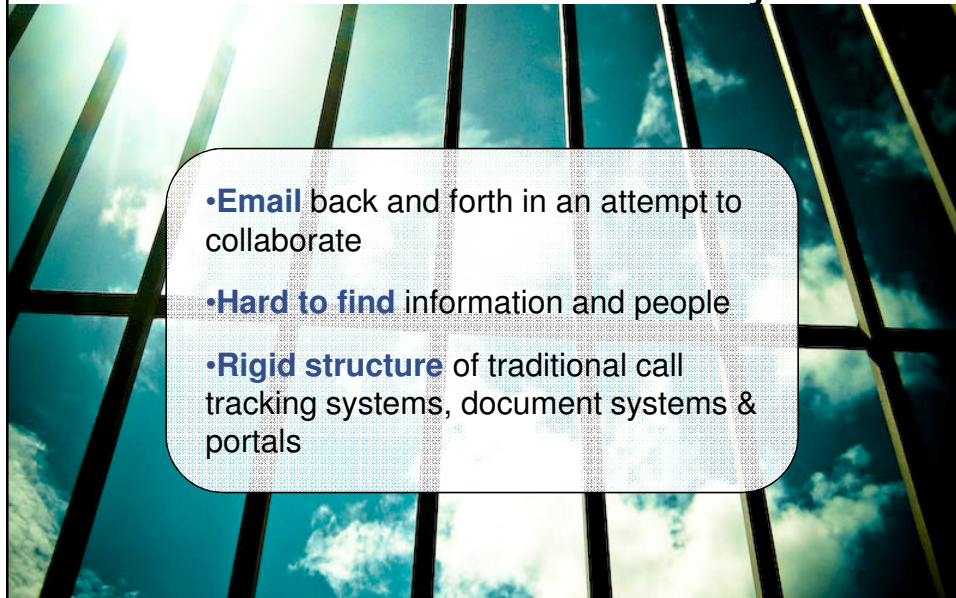


How Can We Discover?



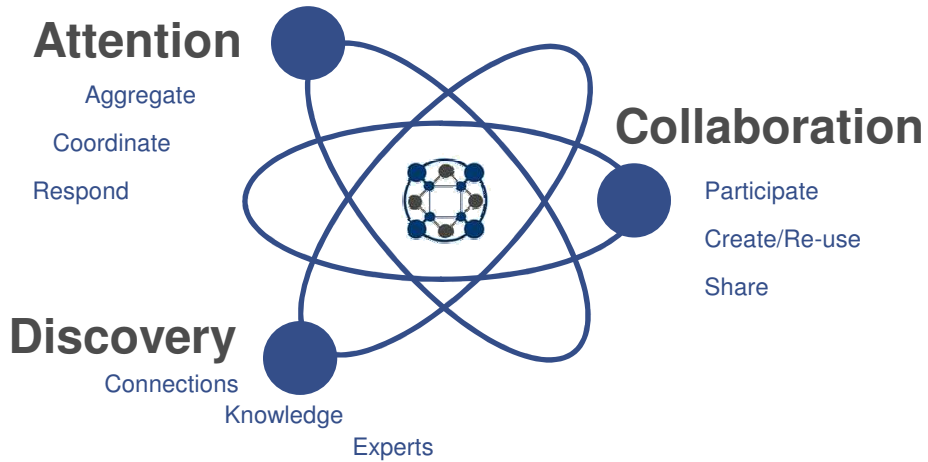
How do our people find connections, knowledge and experts?

What Gets in Your Way?



- Email** back and forth in an attempt to collaborate
- Hard to find** information and people
- Rigid structure** of traditional call tracking systems, document systems & portals

The Building Blocks



Business Results

Leading IVR
Provider

“Everybody has information overload, and there are people in the organization who are solving the problem better than others; find them and spread it around”

Top 5 Media
Conglomerate

“By allowing end users to document their processes we have empowered self service and reduce help desk traffic by 35%”

Top 3 Computer
Company

“By working together better, we reduced our average call handling time by 10% to 20% across 5 call centers”

Expect Affordability

- **Social software can be deployed easily**
- **At very low cost relative to ‘traditional’ IT solutions!**

- **More simple to deploy**
- **More social and engaging**
- **Start achieving benefits in weeks**
- **Same (or better) results at a fraction of the time/cost**

Drivers of Success

- **“Use cases” that revolve around daily use**
- **Hook into email, where users live**
- **Integrate with company’s systems of record**
- **Extend your intranet collaboratively**
- **Launch and communications strategy**

Why Now

Agility, Resilience & Velocity...

- Reduce cycle times
- Spend less time looking for information
- Reduce decision times
- Accelerate innovation
- Use resources more efficiently
- Take full advantage of your workforce

When times are tough, woe to the business that underfunds to support growth as competitors charge ahead -- Forrester

Social Software and Social Networking is a Top 10 Strategic Technology for 2009 -- Gartner

Q&A

Examples

<http://www.socialtext.net/ivrwiki>
<http://www.socialtext.net/exchange>

Start with a free trial at Socialtext.com
or contact

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