

Your customers are on **social media.**

Don't just listen – engage!

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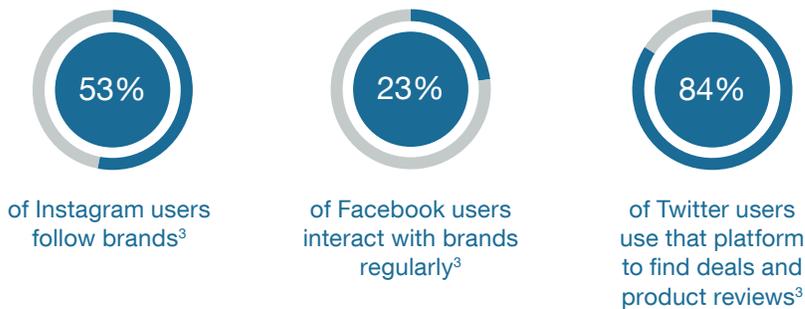
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Your customers are on social media

2.8 billion people worldwide are social media users. That's 37% of the world's population!¹ In America, almost 70% of the population uses social media.²

Social media has become a standard way of life, as evidenced in the 22% increase in usage within the past year. This is more than a simple media consumption habit. A typical Facebook, LinkedIn, Twitter or Instagram user is actively engaged with their social network multiple times daily, which is promising for brands who are active on social media platforms.



Because the smartphone is with the social media user at all hours, everywhere they go, there is now a real psychological condition known as Fear of Missing Out (FoMO), in which a social user checks their phone every other minute to see if they missed something good on their social platforms. "This social anxiety is characterized by a 'desire to stay continually connected with what others are doing.'⁴"

These social addicts are not only taking in information, but they're actively contributing. Consumers reveal more about themselves in social media than they ever have through any other medium. Marketers have seized on this opportunity, consuming, analyzing and making decisions for their brands based on the enormous volumes of data generated through social media usage. Today, a growing number of businesses are placing emphasis on social engagement with consumers – interacting with them directly in social networks to answer their questions, address their concerns and often convert consumer expressions of purchase interest into actual sales. They are now starting to see that 45% of US consumers and more than 60% of millennials say they feel more connected to brands if they engage on social networks.⁵

This white paper lays out a novel strategy for not only listening, but utilizing artificial intelligence to understand and engage consumers through social media, and integrating it into your omni-channel customer engagement. The paper also introduces the Nuance use case for social media engagement, designed to help you maximize the impact of your brand's social media presence.

Customer engagement through social media pays

Like everything else on the internet, social networks have become marketing-driven environments as brands leverage social media to strengthen brand awareness, increase customer retention and drive revenue. 80% of enterprises have active Facebook pages,⁶ and 40% of customers interact with them.⁷ That percentage continues to increase because people realize that in some cases they get better treatment in social media and it can be easier to interact with somebody in that format as opposed to call or email.

It is clear that social networks drive consumer behavior. Nearly half (45%) of digital buyers worldwide are influenced by reviews, comments and feedback on social media.⁸ Four in 10 internet users aged 16-64 are turning to social media to research new brands or products.⁹ Perhaps that is why more than 90% of all brands are present in some form of social media,¹⁰ and 81% of businesses use social media within customer experience management programs.¹¹

The companies who succeed in reaching their customers on social media experience great returns in their investment. In fact, Twitter finds that when a customer tweets to a business and receives a response, they are willing to spend up to 20% more on an average-priced item from that business in the future.¹²

We cannot ignore the Millennial influence of social commerce any longer:¹⁵



of them are on social media

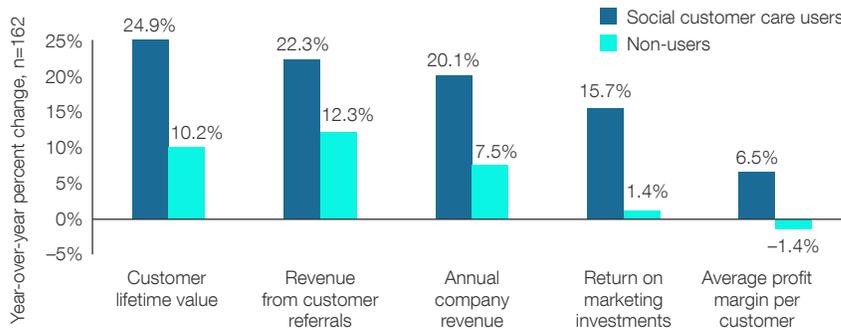


of those interacted with companies through social media in 2016



of those found the experience to be more effective than a phone call

Companies using social customer care enjoy superior financial results



Source: Aberdeen Group, April 2017¹³

Social media has turned customer service into a spectator sport.¹⁴

Nowadays social media has emerged as increasingly important channels for customer service, providing means for brands and customers to engage directly with one another, increasing the bonds between them and often prompting future purchases. When consumers mention brands on social media, they expect the brand to care about their voices, positive or negative. People will feel valued when a quick response is given, speaking volumes to the customer as well as to their social network. Jay Baer's sentiment that customer service is a spectator sport on social media rings true here as all eyes are watching your brand in how it responds to customers, negative or positive.

Using social media chatter to personalize engagement

Customers don't care about seeing businesses on their social feed, but a social media presence encourages customers to form bonds with brands because of the human-to-human connection, based on care and going the extra mile. Although the mindset for making purchases on a social platform is slowly turning positive as its use becomes more commonplace, most customer-brand social activity is based on customer questions, which can become a valuable resource to other customers as well as to the brand as it gains customer insight that it otherwise would not have. Brands can gain a competitive edge by leveraging social data to analyze the language consumers use when talking about different brands and products, helping them inform business decisions.

By now, most marketers are familiar with Social Listening, a practice in which designated customer service analysts track online dialogue about a brand, measure and analyze it for trends and impacts, and recommend actions to turn the conversation in directions favorable to the brand. A growing array of software tools (Hootsuite, Simplify 360, and many others) facilitate this process. These social listening tools offer the means to detect brand-relevant conversation, including specific requests for information or service. Many of these tools also perform semantic analysis that enables users to gauge the tone of conversation. This can alert the marketer to the relative urgency of response. Social listening will also enable the brand to discover where their customers "hang out" – they may prefer to spend time on Twitter rather than Facebook.

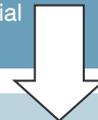
Social Listening

- Monitor key social networks for brand-relevant conversations



Personal Engagement

- Identify opportunities to convert specific posts/shares to sales or relationship building opportunities
- Reach out to the commenter and contextually engage on social platform or direct message



Feedback to the Network

- Induce the commenter to share positive new experiences with the social network
-

Don't just listen - engage

For marketers, social media represents more than just another channel for consumers to passively absorb messaging. The essential attraction of social networks, for users and for marketers who want to understand and engage with them, is that it is interactive. If someone posts something relevant to you, or to your brand, social media offers you the means to respond – directly – to the post and to the individual making it.

While aggregate user behavior data on the various social platforms is useful, it can be difficult to derive much insight on individual users or use it to build relationships with them based on social media analytics. For most individual users, the most effective way to create the “social media bond” between themselves and the brand is to **be engaged proactively and in context** – to reach out to them when they post and turn that event into a conversion opportunity or an occasion to strengthen that individual’s relationship with the brand.

A post that expresses overt purchase intent clearly represents a conversion opportunity. The likelihood that this individual will actually proceed with a purchase is worth the effort to respond directly to the individual user. Conversely, a critical post that expresses dissatisfaction with the brand may be worth an individualized response to address the problem and turn the discussion around.

The need to monitor social networks for opportunities like these and reach out to users directly has been reinforced recently by the emergence of social media as a platform for customer care. Customers who formerly would have called a customer service phone line or used a web-based request form, bulletin board, or self-help system have taken to posting questions and requesting service on social media – either attempting to initiate contact with a vendor or seeking advice from peers on purchase decisions or service issues regarding specific brands. For this reason, social care now has roots in the contact center.

What can be difficult for some businesses, however, is a systematic way to engage with social media users proactively – to reach the individual, answer the question, provide the needed service, respond to criticism or convert a compliment into a sale. Sure, a designated agent can monitor your social platforms and interact with customers, but this has the potential to be a daunting task for large enterprises, and missed conversations can mean missed revenue.

Social care now has roots in the contact center.



Missed conversations can mean missed revenue.



5 Social Media Customer Service Stats You Must Know¹⁶

1. One-third of all customer complaints are never answered, most of them are in social
2. Answering a complaint increases customer advocacy by as much as 25%
3. Not answering a complaint decreases customer advocacy by as much as 50%
4. Forty percent of customers who complain in social expect a response within one hour
5. Sixty-three percent of consumers are satisfied with response time in social media

The solution: use case for Nuance Social Media Engagement



Let's look at a simplified customer journey and examine how Nuance Social Media Engagement powered by artificial intelligence can provide value to the brand at different points.

Attract

The consumer reads a post from a friend who just bought a new mobile phone. After the third friend in his network says that they are really satisfied with it, he starts doing some research.

On the brand's Facebook page, he finds some information, but one question is still unanswered. Thus, he asks it directly on the brand's page.

With Nuance social engagement, the brand can quickly and directly react to the customer's post. The consumer can ask all his questions and get answers from an expert in real time, or if the customer is multi-tasking and interacting with the brand on-the-go, the agent keeping track of the conversation can pick up where they may have left off a few hours before. The context the agent receives continues throughout the customer's journey as intelligent routing ensures that the consumer and the same agent are connected.

"Friend"

These dialog features increase the consumer's trust in the vendor and the likelihood of developing a close rapport with the brand. After chatting with the agent, the customer "likes" the brand's Facebook page and also starts following it on Twitter. A few days pass by and he sees that the brand is very active on social media, posting coupon codes, interesting information and responses to positive and negative feedback fairly quickly. (Artificial intelligence within the engagement platform enables this quick, personalized response.)

Recurring social media exposure increases the intimacy of the customer's bond with the brand and gives the customer a sense that the brand is responsive; 80% of customers that ask a question to a brand through social media expect a response within 24 hours, 50% expect a response within two hours and 25% to 30% expect a response in less than 30 minutes.¹⁷

Demonstrating a personalized relationship between the brand and the consumer should be important to the brand. Nuance eases the efforts needed to create this relationship and enhances the sense of immediacy and responsiveness.

Close

Whether in a real-time moment or at the end of an extended conversation, with Nuance Social Media Engagement, customers are able to get their questions answered and make purchase decisions.

The consumer decides to buy a specific phone but hasn't been able to find the setup he wants. On the Facebook page, he finds a discussion between another customer and the brand, about the same settings. He joins the discussion thread, saying that he wants the same setup but can't find it anywhere on the website. Minutes later, he gets an invite to chat with a sales agent. He accepts, gets redirected to the brand's website, and starts engaging. After a short conversation, the chat agent helps him find the right link on the website by using co-browse to help him navigate through the website. The agent stands by while the consumer finishes the purchase, and assists him with answers to further questions during the checkout, all while being able to increase the cart value through indicating useful accessories.

In this scenario of seamlessly connecting a social channel to the website with the same agent, Nuance Social Media Engagement not only helps in converting clear purchase interest into a sale, but frequently increases the volume of the sale. This social media tool breaks down silos of engagement, enabling you as a brand to deploy a unified, always-on customer service across omni-channel platforms.

Delight

Every brand is likely to encounter situations where a customer starts with a clearly negative tone, expressing dissatisfaction with the brand, the product or the service received. It becomes an urgent customer care scenario when a customer expresses such sentiments in a public forum like Facebook or Twitter.

The Nuance Social Media Engagement use case assists brands by connecting with the concerned consumer individually, inviting them to a contextual conversation in a private environment such as Twitter Direct Messaging or Facebook Messenger. The issue can be resolved immediately because smart routing uses AI to route the engagement to an agent who is best suited for that particular inquiry.

This kind of engagement can even result in a successful conversion to an upsell or cross-sell opportunity, as the source of dissatisfaction often is a mismatch between the customer's need and the specific configuration or features of the product – not the product itself. Effective customer care engagements of this kind often leave the customer more trustful and more strongly bonded to the brand than he was before the issue arose.

The value of Nuance Social Media Engagement

Increase your customer satisfaction scores and create a more efficient contact center with Nuance Social Media Engagement. This is an effortless social media engagement that listens to and engages in communications happening on social networks; you will have the ability to keep consumers in the social channel or move them away from the public eye to a private conversation space.

Consumers receive a personalized, omni-channel engagement experience that moves seamlessly between digital channels because our platform utilizes one agent desktop for interactions happening on websites, in mobile apps, through messaging and in social networks. Combining engagements in all digital channels helps you to reduce agent handle times, reducing contact center costs and leading to a more effective contact center operation.

Your brand can engage with customers directly on social media by filtering the important conversations. Natural Language Understanding understands the intent of the inquiry, and the artificial intelligence that powers the Nuance platform ensures that incoming messages are routed to the right agent with the right skillset. But it doesn't stop there; the omni-channel customer engagement platform continuously optimizes the customer experience, utilizing actionable insights and historic interactions from across the entire customer journey, no matter which or how many digital channels are used.

What will your brand get out of the Nuance Social Media Engagement?

- **Reduction in contact center costs and agent handle time** by combining engagements in all digital channels and presenting historic and contextual information in a streamlined way
- **Enhanced omni-channel customer engagement** through unified reporting and analytics, as well as the ability to easily move conversations between all digital channels
- **Effortless social media engagement and improved customer satisfaction** by listening to and engaging in communications happening on social media networks

Will you engage with your social media customers?

Contact a Nuance expert today, and we'll help differentiate your brand on social media with the right message at the right time, reducing costs and improving contact center operation.

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About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.
