

Facebook Solutions

New Channels



numero works with Facebook



New Channels

In organisations that serve large numbers of customers, there is significant potential for enquiries, orders, complaints and requests to be handled badly. This is compounded by consumers wanting to interact via any medium they find convenient and expecting organisations to piece together all their disparate communications. numero makes this possible by providing a solution platform in which all consumer interaction is captured, enriched, routed, automated, assisted and actioned. In doing so, complex communication is simplified and customers receive prompt, personal and appropriate service. In the process, customer journeys and operational processes are automated and optimised to save time, money and effort.

Facebook

The growth of Facebook is well-known and well documented with over 500 million users globally. However, it's the extent to which people use Facebook that has greater implications for business, as over half of all active users log-on daily and over 250 million users do so via their mobile devices. For users, Facebook is an integral part of their lives and they expect to be able to communicate instantly via the channel with ease – not just with friends and family but also with the organisations they consider to be part of their community.

Facebook development

Many organisations have entered the world of Facebook through their marketing teams and attempt to manage comments, queries, complaints and customer support matters via a web browser. numero provides a far more robust, scalable and proactive solution through an inbound communication gateway and turnkey customer support solutions. This enables organisations to embrace Facebook with confidence, safe in the knowledge that all activity on the social media platform, whatever the volume, is integrated within their overall customer service approach, processes and systems. In doing so, marketing teams can utilise Facebook for their campaigns in the knowledge that any resulting customer service matters are taken care of via the appropriate channels.

The numero Facebook inbound gateway

numero solutions for Facebook utilise our robust and proven inbound gateway. This eliminates the need for Facebook to be checked via a browser, ensuring instead that all activity is automatically monitored and managed to save time, money and effort. Any comments posted by customers are captured and intelligently interpreted to determine whether any action is required by the organisation; triggering a work item through a series of stages.

Enrichment - Where a comment requires any action it becomes a 'work item' that can be associated with customer records. The comment is analyzed for relevant information such as order numbers, contact details and reference numbers. Once routed to an agent (see workflow), all relevant information is easily to hand, eliminating the need to search for information and ensure that action can be taken quickly and efficiently.

Workflow - numero interprets Facebook comments to infer sentiment and meaning, before routing the work item to specific teams in the organisation. This ensures that, whatever the nature of a Facebook comment, it is automatically allocated for action to customer service, sales order processing, accounts, marketing or other teams in the organisation as appropriate.

Response - Once allocated, numero presents relevant agents with the Facebook comment, customer profile and contact record, recent sales or case history and the matter the comment relates to. The customer case then can be handled with ease and efficiency with the help of other numero functionality, including template and automated responses.

Resolution - The Facebook contact is recorded and logged against the customer record and agents can initiate and schedule follow-up actions such as callbacks, emails, SMS messages and correspondence. Core numero functionality also provides a wealth of management information covering any aspect of the customer journey, enabling everything from agent efficiency to common trends to be monitored and understood.

numero Facebook support application

numero also enables you to provide customer support within the Facebook environment through:

- **Self service FAQs**
- **Secure messaging**
- **Email contact**
- **Webchat**
- **Callback functionality**

Our Facebook support application can be integrated with your back office systems to allow a customer to self-serve or get in touch with the contact centre without leaving Facebook. This enables an array of feature-rich, dynamic, functionality to be provided to customers. Users can visit the support application in Facebook and view their recent transactions along with dynamic content which changes according to their status. If an order is late it may show delivery details, if a recent purchase has been made it may show relevant FAQs, if they have an abandoned basket, it may show the items the basket and let them pickup the transaction elsewhere. The potential is vast and numero will work with you to define and implement a turnkey Facebook support solution.

The numero Advantage

Using numero to support your customers in Facebook brings significant benefits including:

Increased efficiency & speed of response - numero monitors your Facebook presence 24/7 and routes high priority requests to appropriate agents within seconds. Agent time isn't wasted checking Facebook periodically and they can respond quickly to any matter. Their task is made significantly easier by having all relevant information 'pushed' to them by the numero solution.

Integration with back office systems to protect existing investment - numero seamlessly integrates with third-party and back-office systems, so you can take advantage of our technology without abandoning existing technology, processes and procedures. In addition to protecting your existing investment, this helps ensure that numero solutions can be implemented quickly without disruption. Furthermore, agents always work within your systems, eliminating the need to work within browsers or other non-core software clients.

Workflow automation to streamline customer journeys - Who should the comment go to? Is that person available? Can this query be handled automatically? numero handles routing and workflow loading/balancing across your customer service operations and automates action and response as appropriate.

Intelligent interpretation of message meaning to streamline customer journeys - numero uses NLP and keyword analysis to infer the meaning of customer interactions and identify important information such as email addresses, phone numbers and customer account information; eliminating the need for this to be done by people in the first instance. As well as saving time and cost, this ensures that huge volumes of Facebook interactions can be handled with absolute efficiency.

A single contact view to enhance customer service - numero integrates all your channels. Whether the customer emails, writes a letter, phones, sends a text or posts a message on Facebook; the communication is attached to the customer record. By creating a 360 degree view of each customer all agents involved have a complete picture and can act accordingly.

A secure, stable and scalable solution that's appropriate for enterprise use - Rather than provide Facebook support via a browser (which is designed for single users and requires duplication of usernames and passwords) you operate in a far more appropriate multi-user environment designed with the enterprise in mind. As well as providing far greater security, stability and scalability, this enables best use of your resources by balancing incoming work items from all channels across your agent pool efficiently and dynamically.

Greater compliance to protect your organisation - With numero's Facebook solutions everything is recorded against customer records and within secure, internal systems rather than open environments. As such you have a complete audit trail of communication and can ensure compliance with internal working practises and regulatory requirements.

**For more information or see a working demonstration,
please contact Rob Sandbach on +44 161 475 0324**

About numero

numero is a successful British business that has grown rapidly since its formation in 2001. The company employs over 60 people from headquarters in Stockport, United Kingdom. The vast majority of whom are focused on software development and professional service delivery. We are very proud of our UK development centre which is a key differentiating feature of the business as we can quickly and professionally develop new features and functionality to meet the needs of clients.

numero clients include many of the top UK corporates with 3 of the top 4 business process outsourcers (BPO) in the UK utilising our solutions along with 35 other major organisations involved in retailing, public services, online, outsourcing, financial services, publishing, broadcasting, travel and mail order.

Clients are supported by the 3 cornerstones of the numero business, namely:

numero act

This step-by-step process is provided free-of-charge to clients and establishes findings for the business case (including ROI, immediate benefits and longer term gains) along with proposals that relate directly to the real world situations clients face.

numero uno

The state-of-the-art customer service solutions numero creates for contact centres, web applications and back office functions are powered by the numero uno software platform. numero uno streamlines customer journeys via any communication channel including phone, email, online and written correspondence.

numero pro

Our professional services organisation – numero pro – provides a complete portfolio of services to clients, encompassing everything from pre-sales consultation to post implementation support. Providing everything needed to ensure that client projects are scoped, designed, implemented and supported to the highest standards.

To understand how numero solutions can help you address individual customer needs – while streamlining customer journeys via any commercial channel – just speak to any of the numero team.