

Twitter Solutions

New Channels



numéro works with Twitter



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.

Twitter

Twitter has captured the UK's imagination fuelled by celebrity use, injunction scandals, parliamentary debates and widespread media coverage. With over 200 million users worldwide – a figure growing by nearly half-a-million every day – Twitter is now one of the most widely used social media channels in the world. However, it's the way that some many people now use Twitter as part of their daily routine that's of vital importance to organisations. A billion Tweets are now sent every week, an average of nearly 5 per user, with mobile phones driving growth as indicated by the 180% rise in use over the last year. It's clear that people want to Tweet, so organisations need to join the discussion to keep in touch.

numéro and Twitter for business

numéro makes it possible for organisations to use Twitter as a customer service, support and communication channel. Importantly, we do so with an enterprise-class solution that's fit for purpose, using the same fundamentals and software platform that underpins many leading call centre and customer contact operations in the UK and overseas. Our solution is a class apart from traditional Twitter tools such as CoTweet, Tweetdeck and Hootsuite as it is built to streamline customer journeys, rather than simply interface with the technology. With a numero solution in place, you can manage customer interactions via Twitter in a timely, consistent, appropriate and compliant manner, drawing on the following:

Setup - numero is set-up to monitor any number of Twitter accounts and configured to check these for keywords related to your organisation. With the ability to handle vast numbers of Twitter interactions, numero will capture and process any Tweet that includes any specified keywords or is related to any chosen accounts.

Enrichment - Once captured by numero, the Tweet becomes a 'work item' that is analysed for order numbers, customer numbers or other important details. Once routed to an agent (see workflow) all relevant information is at hand, eliminating the need to search for information and ensuring that action can be taken quickly and efficiently.

Workflow - numero interprets Tweets using NLP and keyword analysis to determine if it is relevant to your organisation. A broad spectrum of factors can be examined (including location, followers, whether the user is a known customer etc.) before relevant Tweets are allocated for action and irrelevant Tweets discarded. Some will be responded to automatically using smart FAQ functionality and template responses, while others are allocated for action to customer service, sales order processing, accounts, returns, marketing and other teams in the organisation as appropriate.

Response - Once allocated, numero presents relevant agents with the Tweet, customer profile and contact record, recent sales or case history and the matter the Tweet relates to as available. The customer case can then be handled with ease and efficiency with other numero functionality, including template and automated responses. Agents can also reply, direct message or Tweet with everything passed through a QA system with supervisor approval if required.

Resolution - The Twitter 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.

numéro and Twitter in action

A typical example of how numero is deployed within organisations is for the system to be set-up to receive tweets to a dedicated account, co-manage a marketing account and to scour the wider twitter network for comments and discussion about an organization. Furthermore, Twitter mentions of specific products, promotions and brands can be captured by the solution and follow-up sales and marketing actions initiated. Tweets about stock and availability can be automated with replies sent in an instant to advise of locations and pricing.

The numero advantage

numéro is designed to be flexible and will be configured specifically for your business needs and processes. Using numero to support your customers via Twitter brings significant benefits including:

Seamless integration with your IT systems - Rather than using separate, browser-based clients to interface with Twitter, numero integrates with your core business systems (such as CRM, SOP, accounts etc) and is able to look-up information on everything from delivery status to order confirmations to help intelligently interact with customers. 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 Tweet 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. This provides a far more powerful solution to standalone Twitter clients that simply aren't designed for enterprise or customer interaction purposes.

A single contact view to enhance customer service - numero integrates all your channels. Whether the consumer emails, writes a letter, phones, sends a text, posts a message on Facebook or Tweets on Twitter; 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.

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 Tweets can be handled with absolute efficiency.

A secure, stable and scalable solution that's appropriate for enterprise use - Rather than provide Twitter 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.

About numero

numero enables organisations to handle extremely large volumes of customer interactions with ease. Whether communicating by phone, web, online, email, text message or via social media - the numero software platform streamlines each and every customer journey. Whether the contact is a customer service enquiry or new sales opportunity, our powerful applications enable a more personalised, efficient, effective and timely response for a better all-round experience.

Our solutions integrate seamlessly with existing processes and technologies allowing rapid deployment and payback in a wide variety of situations across many industry sectors and supporting many business needs. For many situations, we offer pre-configured line-of-business solutions that work straight out-of-the-box to capture, enrich and automate workflows to deliver the ultimate in customer service performance.

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

numero act

This step-by-step process is provided without obligation 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 interactive

The state-of-the-art customer service solutions numero creates for contact centres, web applications and back office functions are powered by the numero interactive software platform. numero interactive 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.