How Social Media, Location-Based Services and Mobile Technology are Changing the Rules of Customer Engagement

October 21, 2010

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Co-Founder and Partner

Kumaran Shanmuhan
Director, Pre-Sales N.A
• Co-Founder and Partner of CRM Essentials, LLC, an advisory firm covering tools and strategies for improving business relationships

• Recognized by InsideCRM as one of the 25 most influential industry leaders and is a past recipient of CRM Magazine's Most Influential Leader Award

• Writes the Social CRM column for Inc.com's technology site and serves as Blogger-in-Residence for TheSocialCustomer.com
How Social Media, Location-Based Services and Mobile Technology are Changing The Rules of Customer Engagement

Brent Leary, CRM Essentials
Norton has moved to Facebook!
Sign Up Now

Norton Today is no longer available. More and more of our devoted fans are now on Facebook. You'll find it's an easier place to receive interesting product videos, promotions and more. Not a Facebook user? Don't worry, you do not need to be a registered user to gain access to the content we post.
The current economy has made customer service more important to consumers...

Consumers across all markets generally agree that the current economy has made customer service ‘more important’ to them. A significantly higher proportion of consumers in India (82%), Germany (68%), Mexico and Japan (65% each) would agree.

Consumers in the Netherlands (11%) and Italy (9%) are more likely to say that it has become ‘less important,’ while those in Australia and Canada (39% each) are more likely to believe that the importance of customer service has ‘stayed the same’ compared to other markets.

In this current economy would you say that customer service has become ...

<table>
<thead>
<tr>
<th>Country</th>
<th>More important</th>
<th>Less important</th>
<th>Stayed the same</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>61%</td>
<td>4%</td>
<td>34%</td>
</tr>
<tr>
<td>Canada</td>
<td>58%</td>
<td>2%</td>
<td>39%</td>
</tr>
<tr>
<td>Mexico</td>
<td>65%</td>
<td>6%</td>
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<td>France</td>
<td>65%</td>
<td>6%</td>
<td>24%</td>
</tr>
<tr>
<td>Germany</td>
<td>68%</td>
<td>6%</td>
<td>33%</td>
</tr>
<tr>
<td>Italy</td>
<td>55%</td>
<td>9%</td>
<td>36%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>58%</td>
<td>7%</td>
<td>38%</td>
</tr>
<tr>
<td>Spain</td>
<td>52%</td>
<td>11%</td>
<td>39%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>47%</td>
<td>11%</td>
<td>35%</td>
</tr>
<tr>
<td>Australia</td>
<td>82%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>India</td>
<td>65%</td>
<td>6%</td>
<td>23%</td>
</tr>
</tbody>
</table>

© echo

Significantly higher than 6 other markets at the 55% confidence level

Not Shown: 7% or less Not Sure
## Small Business Success Report Card

<table>
<thead>
<tr>
<th>Sub-Indices</th>
<th>Importance Score**</th>
<th>Index Score*</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Access</td>
<td>33</td>
<td>67</td>
<td>D+</td>
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<tr>
<td>Marketing &amp; Innovation</td>
<td>23</td>
<td>65</td>
<td>D</td>
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<td>Workforce</td>
<td>14</td>
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<td>88</td>
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<tr>
<td>Computer Technology</td>
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<td>73</td>
<td>C-</td>
</tr>
<tr>
<td>Compliance</td>
<td>8</td>
<td>92</td>
<td>A-</td>
</tr>
</tbody>
</table>

*Index Score is calculated on a 0-100 scale

**Importance Score is calculated proportionally, meaning that the total of the numbers across all the sub-indices is 100%.

### Overall Index Score
- **Score:** 73
- **Grade:** C-
Consumers will spend more with companies that provide excellent service

Across most markets, at least half of consumers indicate that they are willing to spend more with companies that they believe provide excellent service, with the exceptions of France (42%), Japan (38%), and the Netherlands (29%).

Consumers are willing to spend the most, on average, in India (11% more), Japan (10% more), and the U.S. and Italy (9% more).

Willing to Spend More for Excellent Service

<table>
<thead>
<tr>
<th>Country</th>
<th>% Willing to Spend More</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>58%</td>
</tr>
<tr>
<td>Canada</td>
<td>54%</td>
</tr>
<tr>
<td>Mexico</td>
<td>65%</td>
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<td>France</td>
<td>42%</td>
</tr>
<tr>
<td>Germany</td>
<td>55%</td>
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<td>Italy</td>
<td>57%</td>
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<tr>
<td>United Kingdom</td>
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<td>Spain</td>
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<td>Netherlands</td>
<td>28%</td>
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<tr>
<td>Australia</td>
<td>60%</td>
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<tr>
<td>India</td>
<td>75%</td>
</tr>
<tr>
<td>Japan</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Average % More Willing to Spend**

- United States: 9%
- Canada: 7%
- Mexico: 8%
- France: 8%
- Germany: 7%
- Italy: 9%
- United Kingdom: 7%
- Spain: 8%
- Netherlands: 7%
- Australia: 8%
- India: 11%
- Japan: 10%

*Significantly higher than 6 other markets at the 95% confidence level*
Influence of an online posting about a good customer service experience varies

Across markets, consumers have mixed views about the level of influence an online posting about a good customer service experience has on their decision to do business with a particular company. Such postings are significantly more influential (a lot/some) among consumers in India (82%), Japan (69%), Italy (53%), and Mexico (52%), while they have much less influence on consumers in the Netherlands (43%) and Canada (40%) than in other markets.
Online postings about poor customer service experiences are more influential across the markets

At least half of consumers across all markets find online postings about poor customer service experiences to be influential (a lot/some). Consumers in India, Japan (80% each), Italy (70%) and Mexico (66%) are more likely to find these postings to be influential compared with consumers in the other markets, while consumers in the Netherlands (53%) and Canada (50%) are the least likely to find these postings to be influential.
The Customer Experience is Social

- Friends
- Friends of friends
- Influencers

- Social web
- Your Community
- Your www Site
- Your Contact Center

Earned
Hosted
Owned

Relationships
Conversations
Processes

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# Social Media Customer Care Maturity Model

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

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

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

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

## Level 1: Listening (or ignoring)
- Occasional reporting
- Reactive/surprised by social media
Is your social media/social networking fully integrated into traditional customer service problem resolution processes?
What percentage of customer service requests is initiated/resolved via social networks?

Social Customer Engagement Index 2010 - TheSocialCustomer.com
Which social networks does your company engage customers on from a customer service perspective?

- Facebook: 91
- Twitter: 78
- Company-owned social network: 33
- Industry-specific network: 19
- Other: 47

Company size:
- 50 employees or less
- 51-100 employees
- 101-500 employees
- 501-1000 employees
- 1000 employees or more

Social Customer Engagement Index 2010 - TheSocialCustomer.com
On which social network do customers most often engage with you for service inquiries?

- Facebook: 59
- Twitter: 38
- Company social site: 21
- Industry-specific site: 11
- Other: 38
Which social network has proven to be the most effective channel to engage customers from a customer service perspective?

- Facebook: 45
- Twitter: 44
- Company social site: 21
- Industry-specific site: 9
- Other: 33

Company size:
- 50 employees or less
- 51-100 employees
- 101-500 employees
- 501-1000 employees
- 1000 employees or more
How have social networks impacted overall customer service goals and objectives?

Social Customer Engagement Index 2010 - TheSocialCustomer.com
Overall, how satisfied are you with your company’s effort to effectively engage customers on social networks from a customer service perspective?
What have been the biggest challenges to engaging customers on social networks?

Social Customer Engagement Index 2010 - TheSocialCustomer.com
• 93% of Americans believe a company should have a presence in social media
• 85% believe a company should not only be present but also interact with its consumers via social media
• 56% of American consumers feel both a stronger connection with and better served by companies when they can interact with them in a social media environment.

2008 Cone Business in Social Media Study
2 Billion Videos Are Streamed Each Day On YouTube

Photo Credit: jonsson

Source: Techcrunch
10 Billion+ Tweets Sent on Twitter Since 2006

Photo Credit: Rosaura Ochoa
Source: Mashable
500 Million Active Facebook Users

Source: Tech Herald

Photo Credit: Oversocialized
Figure 7: Specialist sources most credible

How credible do you believe each of the following is as a source of information about a company?

- Stock or industry analyst reports: 49%
- Articles in business magazines: 44%
- Conversations with employees: 41%
- News coverage on the radio: 38%
- Conversations with friends, peers: 37%
- TV news coverage: 36%
- Online search engines: 35%
- Newspaper articles: 34%
- Corporate communications: 32%
- Social networking sites: 19%
- Corporate or product advertising: 17%

Figure 8: Expert voices most trusted

If you heard information about a company from one of these people, how credible would the information be?

- Academic or expert: 62% (2009), 64% (2010)
- Financial or industry analyst: 49% (2009), 52% (2010)
- NGO representative: 41% (2009), 45% (2010)
- Person like yourself: 47% (2009), 44% (2010)
- CEO: 31% (2009), 40% (2010)
- Government official: 29% (2009), 35% (2010)
- Regular employee: 32% (2009), 32% (2010)

Informed publics ages 25 to 64 in 20 countries
“Extremely credible” and “very credible” responses only; selected sources
Ask NOT What Your Customer Can Do For You…

LaaS: Listen as a Strategy
- Who to listen to
- What to listen to
- What to listen for
- How to listen
- When to listen
- Responding to what you hear

...Listen to What You Can Do FOR Them!

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Key Listening Scenarios

**Always On**
- Brand reputation and risk management
- Early warning for product and service issues
- Competitive tracking
- Monitor conversation trends

**Limited Duration**
- Campaign metrics and benchmarking
- Measure message reach

**Research**
- “Voice of Customer” insights
- Reveal community themes for message planning
- Locate where relevant conversations are taking place
- Influencer identification

**Engagement**
- Community and influencer outreach
- Response to customer feedback
Monitor Brand Relative to Market & Measure Customer’s Temperature

• **Brand well-being**
  - Share of sentiment
  - Weekly executive reporting to link sentiment to business

• **Score selected service attributes**
  - Define based on bus. needs

• **Example - Incident management**
  - HD DVR outage, June 8, 2010
  - 4 hr. response time w/ fix
  - Viral on-line sharing averted larger impact
  - Same day media acknowledgment

Trends and Key Words Map Actions, Validate or Encourage Refinement of Programs

DTV vs. Competitor September vs. October

- Competitive assessment

<table>
<thead>
<tr>
<th>Provider</th>
<th>Positive</th>
<th>Negative</th>
<th>Mixed</th>
<th>Positive</th>
<th>Negative</th>
<th>Mixed</th>
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<td>Co. A</td>
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<td>Co. B</td>
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<td>Co. D</td>
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<td>Co. E</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Internet TV</td>
<td>73%</td>
<td>17%</td>
<td>10%</td>
<td>89%</td>
<td>11%</td>
<td>0%</td>
</tr>
</tbody>
</table>

When complaining, What Said?

- Word cloud analysis
  - Identify actionable churn indicators

- More broadly ... confirm customers are getting message. Are your customers in sync w/ brand, message & positioning?
Executive Summary

- XYZ Brand positive sentiment at 84%, down 4% from last month
  - XYZ appoints former PDQ CEO John Doe highly questioned
  - XYZ extends the "maintenance duration" for software from Dec. 31, 2010, to March 31, 2013
- XYZ iPad deployment spikes positive sentiment at 88%
  - World's largest enterprise iPad rollout: XYZ deploys 1,000 iPads to employees, favorably viewed

- Nearly 50% of all brand conversation focused on three topics of HHH, new CEO implications for XYZ, and XYZ “Super App”
- 39% of all solution conversations around Super App reviews
  - XYZ continues to make promises, but fails to reveal specifics for 2010
- Mobile Sales "Super App" widely discussed by industry

- XYZ brand share of voice increased 1% vs. competitive set this month
- Key competitor topics driving SOV
  - MMM hires former DD CEO Adam Smith
  - JJJ announces “Power App at JJJ Supercon”
  - TTT unveils Social Mobile

- Outsourcing cloud is a rising theme of conversation on industry blogs
  - Belief that XYZ and competitors are in good positions to be deliverers of cloud-based services, changing the landscape of outsourcing as we know it
- Industry discussion around “the new age of highly integrated and optimized systems
  - MBI and JJJ are seen as leaders of this space by analysts/industry bloggers
Rise of Mobile

Graph showing the rise of mobile internet users from 2007E to 2015E. The graph compares desktop internet users (green line) and mobile internet users (red line) over the years.
Enabling the Mobile Web Experience

Mobile Web Self-Service

Mobile Web Chat

Mobile Web Ask A Question

Mobile Web Guided Assistance

Image Courtesy of RNT

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Meet the World's First Virtual Shopping Assistant and Mobile Self-Checkout

1. Scan
2. Review
3. Checkout
Drugstore.com
Using Chat function (what Drugstore.com calls ‘Chat with a Beauty Advisor’) from both of its Twitter Accounts (@BeautyAdvisor and @Beautydotcom). As a result:

• Phone-handle time has decreased 15%
• Email volume has decreased 30%
• Shopping-cart sizes in sales with chat are 10% to 20% larger than in those without
• Chat sessions deliver a conversion rate of approximately 25%; the site’s overall conversion rate is just 6.4%
• Third-quarter sales grew 17%, compared to 2% growth in e-commerce overall
• Customer satisfaction scores reached 77, among ForeSee Results’ list of the Top 15 Online Retailers
Telecom NZ

- 16% sales conversion with Chat
- Increase in productive time due to platform availability
- 20% increase in agent satisfaction
- 80% customer satisfaction score in chat
'Very Interested' in Developing for Each Platform

- iPhone (iOS): 91%
- iPad (iOS): 84%
- Android Phone: 82%
- Android tablet: 62%
- BlackBerry Phone: 34%
- Windows Phone 7: 28%
- webOS Phone (pre): 16%
- webOS tablet: 16%
- BlackBerry tablet: 16%
- Symbian: 13%
- MeeGo: 7%
- Kindle: 7%

N = 2,148 responses
Source: Appcelerator / IDC - 09/2010
Chase iPhone App – Cashing Checks by Phone

Accept payments. Everywhere.
‘Very Interested’ In Developing For Each Platform

If You Thought Smartphones Were a Tough Business...

- iPad (today): 84%
- Android tablet: 62%
- webOS tablet: 16%
- BlackBerry tablet: 16%
- iPad (1/10) Pre-announcement: 58%

N = 2,148 responses

Source: Appcelerator / IDC - 09/2010
# Native App Feature Ranking

4 of 5 Developers Favor Mobile App (📱) Over Mobile Web (🌐)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native User Interface</td>
<td>91%</td>
</tr>
<tr>
<td>Local Database</td>
<td>81%</td>
</tr>
<tr>
<td>Push Notifications</td>
<td>74%</td>
</tr>
<tr>
<td>Internet Connectivity</td>
<td>72%</td>
</tr>
<tr>
<td>Geo-Location</td>
<td>69%</td>
</tr>
<tr>
<td>Facebook Integration</td>
<td>65%</td>
</tr>
<tr>
<td>Google Maps</td>
<td>62%</td>
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<tr>
<td>Twitter Integration</td>
<td>60%</td>
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<tr>
<td>Camera</td>
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<tr>
<td>File System</td>
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<tr>
<td>Application Analytics</td>
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<td>IAd</td>
<td>52%</td>
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<tr>
<td>Audio/Video Playback</td>
<td>50%</td>
</tr>
<tr>
<td>iOS - In-App Payments</td>
<td>49%</td>
</tr>
<tr>
<td>PayPal Payments</td>
<td>48%</td>
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</tbody>
</table>

N = 1,929 responses

Source: Appcelerator / IDC - 09/2010
Hyundai Equus & the iPad
Arhaus Furniture & the iPad

TOA iPad App - Concept Design Only

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Location, Location, Location...
ABI Research is forecasting 82 million worldwide subscribers of location-based mobile social networks by 2013.

**ABI research**

From Hype to Holy Grail: Location is the New Frontier in Digital Marketing, MomentFeed, July 2010
The Product Engagement: Smartphones are changing how consumers can interact with physical goods. For example, Stickybits enables one to scan a barcode using a phone’s camera, which prompts access to additional information. This content might be supplied by fellow consumers in the form of critical reviews, or the company itself could attach coupon offers. More often than not, these product engagements occur at locations where the products are sold. Additionally, the location itself can have its own barcode for the purpose of direct engagement and a form of checkin.

“From Hype to Holy Grail: Location is the New Frontier in Digital Marketing, MomentFeed, July 2010
GEICO GloveBox
For iPad, iPhone, iPod Touch, and Android

Questions? Send us an email.
AAA Release iPhone App with Voice Navigation
By LIONEL BEEHNER

Within the past year, AAA has released three iPhone apps – all free. While none of them will fix your flat, its latest app — TripTik Mobile — offers voice guidance for drivers looking for shortcuts, compares fuel prices at gas stations and finds AAA-approved restaurants and hotels.

“With people planning their summer road trips, these apps are an invaluable resource,” said Heather Hunter, an AAA spokeswoman.

The GPS voice guidance system gives you turn-by-turn narrative directions, in addition to locating AAA points of interest, such as campgrounds.

Earlier apps include AAA Roadside, which locates your vehicle using the iPhone’s GPS device and dispatches a tow truck, and AAA Discounts, which lets users find nearby hotels, restaurants and other businesses that offer deals to AAA members.
“New” Online Help
Better Experience AND Improved Deflection

- Myspace branding
- Prominent section featuring new products
- Dynamic top 10 questions
- Easy access to account/password info
- Section regarding current/fixed bugs

Sync your status automatically!
Learn how to sync up your MySpace and Twitter accounts.

Profile 2.0
Learn how to express your unique sense of style.
Add some of your friends to your profile. Add background images and alter your colors.

Privacy & Security
- Stay safe on MySpace!
- Safety Tips
- Cyberbullying
- Phishing
- Protect your privacy!
- Customize Profile 2.0 privacy settings
- Set one privacy level with Profile 1.0
- Hide or share photos with friends

Current issues: It’s not you, it’s us!
If something suddenly stops working, that’s a bug. Please use the Contact MySpace form to let us know. Check below for current issues.

- MySpace Games: Yes, MySpace Games has gone away. You can now find app games on MySpace Apps!
- Deleted comments: If you delete a comment from a friend’s profile, it may delete another instead. We’re on it!

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Improved Web Experience = Massive Savings

- Annual run rate of 900,000 emails deflected
  - $2.2M annual savings for internal emails
  - $1M annual savings for outsourced emails
- Biggest Win: SmartAssistant
- Cost savings funds future initiatives

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Community-based customer support can offer significant cost savings, as well as other benefits:

**Benefits beyond direct cost savings**
- Increase customer satisfaction and loyalty
- Drive increased revenue (e.g., through recommendations)
- Increase productivity of support staff with knowledge base created by community
- Identify issues early on with new products
- Get inputs for future products

**Cost per contact**

<table>
<thead>
<tr>
<th>Method</th>
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<tr>
<td>Phone/click to call</td>
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<tr>
<td>Email</td>
<td>2.5</td>
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<tr>
<td>Web chat</td>
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<tr>
<td>IVR</td>
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<td>On-line self-service</td>
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<tr>
<td>Customer Communities</td>
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</tr>
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</table>

*Support community 90%+ less costly than phone*
Acting on Moments of Truth

Customer Conversations

“I want a…”
“Can anyone recommend…”
“What’s you’re experience with…”
“It doesn’t…”
“How do I…”
“I recommend…”
“I like…”

Business Processes

Sales/Marketing Planning
Customer Acquisition
Revenue Generation
General information
Provisioning, modification
Support, maintenance
Retention/Loyalty
xSell, upSell
Branding

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The Customer Experience is Social

- Friends
- Friends of friends
- Influencers
- Social web
- Your Community www Site
- Your www Site
- Your Contact Center
- Your Brand

Earned | Hosted | Owned
---|---|---
Relationships | Conversations | Processes

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Thank You!

- **Brent Leary**
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- **Blog**
  WWW.BRENTLEYARY.COM
- **Twitter**
  WWW.TWITTER.COM/BRENTLEYARY
- **Barack 2.0**
  WWW.BARACK20.COM


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• Works with customers to solve their customer experience challenges by leveraging Jacada’s proven products, processes & people

• Has been with Jacada for over 4 years, and has played different roles including Director of Product Management and Solution Architect in our Professional Services team

• In these roles, Kumaran designed & managed the development of several customer interaction management solutions to reduce costs, boost profitability and improve customer loyalty
• Founded in 1990 and public since 1999, Jacada is a leading global provider of customer experience management solutions for telecom, financial services, utilities and retail.

• Offices in Atlanta, London, Munich, Stockholm and Herzliya, Israel with successful implementations on 4 continents.

• Creates significant value by driving customer contact channel productivity, optimization and long-term improvement delivering ROI in as little as 12 months.
A Simple Philosophy

Jacada helps you build personal relationships through impersonal channels

*The results are compelling, consistent and efficient customer experiences that drive business growth and profitability*
Jacada Customer Interaction Suite
Empowers you to take control of the customer experience

**Jacada WorkSpace**
Unified agent desktop and interaction suite

**Jacada Advisor**
Dynamic optimization and automation for third-party enterprise applications

**Jacada Fusion**
Non-invasive integration and automation for Windows, web and Host applications

**Jacada Interaction Manager**
Dynamic contact center workflow and agent scripting

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Delivering Satisfaction & Savings
A better experience delivers a win-win for you and your customers

Expense Reduction
- Decreased AHT
- Reduced error rate
- Reduction in training and complexity
- Decreased hiring and ramp-up for new CSRs
- Improved compliance / decreased risk exposure
- Improved first call resolution

Revenue Generation
- Increased sales
- Increased close rates
- Increased revenue per transaction
- Improved up-sell/cross-sell opportunities
- Reduce Customer Attrition

Experience
- Improved agent satisfaction
- Increased staff retention
- Increased agent skill-base
- Improved customer satisfaction
- In-call intelligence / analytics

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**Jacada & Social CRM**

**Seamless Engagement**
- Map External data with Internal data
- Integrate Emerging Channels with Traditional Channels

**Actionable Insights**
- Generate Actionable Insights from Social Noise
- Provide Context & Guidance for Insights

**Process Integration**
- Integrate Insights into existing processes
Questions?

You can submit your questions using the WebEx Q&A feature.

Thank you for attending!