QUALFON

Social Media Customer Care

Serve Your Customers through **Social Media**, **Blogs**, and Online **Forums**

Social Care: Not Yet Turnkey

Facebook and Twitter are increasingly popular communication channels for customers to reach out to big brands and large companies, but social media customer care isn't turnkey today. As an emerging channel for contact centers, there are a lot of gaps in the technology and general know-how, but Qualfon has addressed these challenges and **delivers real value** for clients and customers.

Why Qualfon for Social Care

A Leader in Social Care

- **Proactive or Reactive Programs:** Social media customer care can be designed for reactive care and/or proactive engagements
- **Extreme Responsiveness:** Timely reactions drive customer satisfaction - Qualfon social programs enable agility and measure speed of response
- **Social CSAT:** Few companies measure customer satisfaction for social, but Qualfon can
- **Command Center:** Qualfon can lead your social media command center, managing real-time data and supervising your branded response
- **Business Intelligence:** Experience in evaluating social media for insights and enabling fast feedback loops that help clients proactively anticipate consumer demands
- **An Industry Leader:** Qualfon works closely with Radian6 to enhance social media analytical platforms for contact center use and also to help develop the future of social care

Experience with Customized Solutions

- **Since 2010** Qualfon has been designing and perfecting customized care solutions for social media channels, blogs, and online forums
- Our experts understand social media platforms and social listening tools and leverage them to achieve **measurable business outcomes** in the contact center environment
- Social technologies are seamlessly integrated for the contact center ticketing and management system and then implemented on **a large scale**
- Qualfon's solutions are built around some of the **most trusted technologies** in social media analytics, including Radian6 and Parature

Top Talent Backed by Quality Control

Ensuring quality is *most critical* in social media channels. Content published on the internet never goes away and can easily go viral, so Qualfon takes extra precautions to get social customer care right.

- **Additional review processes** are required before anything is posted or published online

- Managers emphasize the **brand voice** to help companies communicate their brand culture
- Social media representatives must have the right blend of experience, technical prowess, and **personality**—most have a background in both sales and customer service or tech support
- **Only top-performing representatives** are selected for social media care programs

Proven Results in Social Care

Here is a sample of the results Qualfon's social customer care programs have delivered for clients:

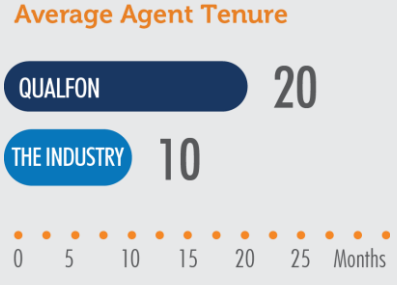
- Reduced executive escalations by **50%** within the first year of implementation
- Increased number of Facebook likes from ~520,000 in Q4 2012 to ~1.1M in Q1 2015
- Decreased negative blog comments by 25% in a one-year time span, helping increase brand reputation, sentiment, and overall brand equity
- Contributed to customer service ratings from **J.D. Power and Associates**

Social Care that Keeps on Caring

With 5,000 social support tickets created each week for a single telecommunications client, Qualfon social service managers recognize that the number of people they help may stretch well beyond that mark. "Qualfon's social media customer service has both **a short-term and long-term effect.** We're directly impacting customers who make these posts, but those postings also live on so others can benefit too," said Adam Delorme, Director of Client Relations at Qualfon.

Tenure Rates 2X Higher than the Industry Average

Qualfon agents stay two times longer, providing you a **higher quality service** at a **lower price.**



Qualfon's Social Care Solution

Qualfon's social media customer care solution empowers highly qualified representatives to monitor social chatter and engage customers in conversation. The result is a small and **fast-acting social response team** focused on resolving customer issues, delivering world-class customer experiences, and building the client's online brand reputation. Our solution aims to:

- Respond to customers quickly by monitoring social media chatter, blogs, and online forums
- Offer assistance and invite customers to private communication channels for one-on-one care
- Boost sales and referrals by showing consumers you're available through their channel of choice
- Reduce costs by directing inquiries to the most cost-efficient service channels such as online chat

About Qualfon

Qualfon is a people-driven business process outsourcing (BPO) company and a global provider of contact center services. Since1995, Qualfon has helped companies deliver superior customer experiences. Today, we have 11,000 employees across outsourcing locations that span the United States, the Philippines, Guyana S.A., Mexico, and China. Qualfon's mission to "Be the Best BPO, Make People's Lives Better" means we invest in people, and in return, they take better care of your customers. Qualfon's agent retention is twice the industry average, which creates a people-driven value chain: Our employees stay longer, providing you a higher quality service at a lower price.

Learn more at www.Qualfon.com or contact us at 1-877-261-0804.