



**CALLFORCE**   
OUTSOURCING SPECIALISTS

SOCIAL MEDIA ENGAGEMENT  
AND RESPONSE HANDLING SOLUTIONS

Delivering innovative, customised contact centre  
solutions from SOUTH AFRICA to the GLOBAL market.

## SOCIAL MEDIA ENGAGEMENT AND RESPONSE HANDLING

### THE CHALLENGE

Growth in customers' service requests and complaints on social media, demands that we efficiently serve customers on digital channels or risk reputational damage and increased churn.

The challenge remains identifying high value conversations that require your attention within the clutter of social media.

### OUR APPROACH

Our approach solves the challenge of **identifying and prioritising the most important customer interactions.**

Prioritisation of the most important data enables **real-time risk mitigation, improved retention & acquisition rates, as well as superior customer experience.**

*real-time mitigation of risk,*

*improved retention and acquisition rates,*

*and superior customer experience.*

## CALLFORCE SOLUTIONS FOR SOCIAL MEDIA ENGAGEMENT

CallForce delivers innovative, customised contact centre solutions from SOUTH AFRICA to the GLOBAL market.

It's important to have an integrated omnichannel strategy that includes social media as well as voice, web chat, email etc. Our solutions span many industry sectors including: E-Commerce, Financial Services, EdTech, Telecoms, among others.

Our solutions bring every channel together, enabling our agents to engage in seamless conversations with customers across multiple channels.

We offer individual customer touchpoints through our solutions supported by smart technology platforms. These allow our clients optimum customer engagement, over multiple channels, creating a unique customer experience.





# DESIGNING AND IMPLEMENTING YOUR SOLUTIONS



## 01 DISCOVER AND SCOPE

In collaboration with BrandsEye, our social media technology partner, we use two powerful tools to analyse and design a solution to help you understand and respond more effectively to the ever-growing digital landscape providing a solution tailored to your customer service needs.



**ANALYSE** is used to monitor, measure and benchmark your customer experience and market conduct performance. Using customisable dashboards and metrics, including **Net Sentiment** and **customer journey**, we use real-time customer data to strengthen decision making and reporting.

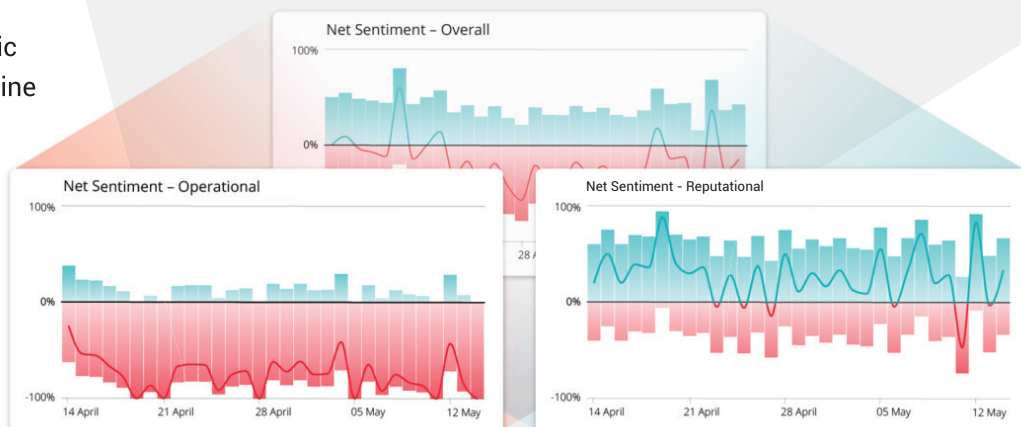
**ENGAGE** is used to analyse and **optimise your customer care workflow** to boost loyalty and improve retention and response rates.

This approach significantly **reduces the volume of tickets** coming into your customer service teams and will help our agents respond to the most important risks, opportunities and service requests in real-time.

## NET SENTIMENT

*A true measure of Customer Experience*

Net Sentiment is an aggregated and real-time customer satisfaction metric drawn from volunteered online customer feedback.





## 02 INNOVATE

Based on the discovery phase and the analysis of your social media data, we will customise and design a workflow process to optimise the management of customer feedback and interaction across your social media channels.

We prioritise the most valuable customer interactions, applying four priority tags to your data: Risk, Purchase, Cancel and Service. These tags direct you to the right customer conversation, from within all of the social media clutter, allowing us to focus on high risk comments that require an urgent response.

### PRIORITY TAGS

#### RISK

Mentions that pose an immediate risk or relate to a regulatory framework (e.g. TCF).

#### PURCHASE

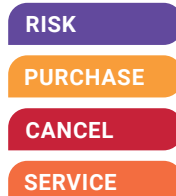
Mentions from a prospective customer who wants to purchase your product or service.

#### CANCEL

Mentions from a customer looking to cancel their service or not buy from you again.

#### SERVICE

Mentions from a customer that requires service or describes their experience.



**1** CallForce collects social media posts matching your criteria

**2** Posts are marked with relevant Risk, Purchase, Cancel and Service tags

**3** Conversations are organised into tickets and prioritised

**4** Response times drop and response rates increase

**5** The agent resolves or refers each ticket in their feed.

**6** Customised ticket feeds are built based on agent expertise.



## 03 OPTIMISE

Our unique solutions include having the right **People**, **Processes** and **Technology** to create an exceptional client experience when interacting with your brand over any of your social media channels.



Our solutions are built on

## 10 KEY BUILDING BLOCKS

**1** SOLUTION DESIGN

**2** CONTENT CREATION

**3** CUSTOMISATION

**4** RECRUITMENT

**5** TRAINING

**6** PROCESS DESIGN

**7** SERVICE LEVEL AGREEMENT

**8** ENGAGEMENT MODELLING

**9** KPI'S AND PERFORMANCE MANAGEMENT

**10** GO-LIVE

It starts with attracting the right talent to the campaign and empowering them with the required knowledge to engage meaningfully with your customers.

### EMPOWERING THROUGH TRAINING

We use highly interactive platforms to upskill, empower and improve our agent's skills through our digitised learning management portal.

We provide fast and easy access on the learning journey, empowering agents to achieve exceptional results!

### PERFORMANCE ENHANCEMENT

We design our processes in a way that enables us to measure key indicators to constantly evaluate how effective we are in delivering exceptional service. Real-time smart reporting and trend analysis enable us to consistently enhance and optimise our processes to ensure the ultimate service experience.

### ANALYTICS

Our aim is to provide an exceptional experience with every customer contact. Our **analytics team** are fully integrated with quality assurance, training, recruitment and WFM teams to continually optimise performance.

Evaluating and **understanding a customer's experience** is key to understanding how to optimise and promote strong brand loyalty.

### TECHNOLOGY

Our unique approach to customer experience management allows us to empower our team with the right technology and processes to best serve the customer. Our passion for people, combined with our use of technology, enables our team to deliver to world-class standards both locally and internationally.

## BANKING CASE STUDY

One of Africa's largest retail banks was unable to keep up with rising customer service requests on social media.

Their agents spent hours manually sifting through customer conversations, resulting in slow response times, frustrated customers and a rising risk of churn.

The solution was implemented to prioritise and respond to the most valuable interactions.

After just six months of using Engage, the response rate improved by 300%, and the bank was able to respond to 100% of the inbound high-priority conversation, while the response time to acquisition opportunities improved by 93%.

### AFTER SIX MONTH OF USING ENGAGE

**300%**  
RESPONSE RATE  
IMPROVEMENT

**100%**  
INBOUND  
HIGH-PRIORITY  
CONVERSATION

## TELCO CASE STUDY

A leading Telco provider saw a substantial increase in online customer queries and needed to urgently respond with an effective solution to address the service level concerns and improve their customer experience.

Our integrated omnichannel solution was introduced to streamline this through rapid onboarding, skill assessments, recruitment, training, QA and support increasing the service level by 40%.

**40%**  
INCREASED  
SERVICE LEVEL

## RECOGNITION OF OUR SUCCESS

|      |   |   |  |
|------|---|---|--|
| 2020 | <br>TOP EMPOWERMENT FINALIST:<br>JOB CREATION 2020                         | ISG ASIA PACIFIC PARAGON AWARDS FINALIST<br>2020 IN THE CATEGORIES OF 'EXCELLENCE' AND<br>'WOMAN IN TECHNOLOGY'           | <br>ISG PARAGON EXCELLENCE<br>AWARD 2020                              |
| 2019 | <br>BPESA GBS TOP BPO<br>OPERATOR 2019                                     | CCW FINALIST FOR BEST IN CLASS<br>CONTACT CENTRE 100+ SEATS 2019  | <br>BPESA GBS TOP OFFSHORE<br>CAMPAIGN 2019                           |
| 2018 | <br>CCMG BEST INTERNATIONAL<br>OUTSOURCE CONTACT<br>CENTRE FINALIST - 2018 | GSA AFRICAN<br>OUTSOURCING PROJECT OF<br>THE YEAR FINALIST - 2018   | <br>ENDEAVOUR HIGH IMPACT<br>ENTREPRENEUR                             |
| 2017 | <br>BPESA / CCMG FINALIST<br>FOR BEST EXTERNAL SERVICE<br>PROVIDER - 2017 | <br>EY WINNING WOMAN<br>PROGRAMME 2017 | <br>EY SOUTH AFRICAN<br>ENTREPRENEUR OF THE YEAR<br>FINALIST IN 2017 |

### ARE YOU READY TO PARTNER WITH US?

If you're looking for a customised, outsourced BPO solution that gives you the competitive edge, we would welcome the opportunity to set up time to define your requirement and discuss how we can bring the future of outsourced BPO solutions to your business.

#### LET'S START A CONVERSATION TODAY

**Roshan Sookdeo**   
**Head of Global Sales**  
 E: roshan@callforce.co.za  
 T: +27 11 519 9900  
 M: +27 (0)83 209 2576  
 www.callforceoutsourcing.com

**CALLFORCE**  **Australia | South Africa | United Kingdom | United States**  
OUTSOURCING SPECIALISTS