



◀ ZANROO DESK

As social care continues to grow as the preferred channel of today's consumer. The real benefit is customer experience.

USE CASE

UNDERSTAND CUSTOMER PAIN POINT

Analyze all customer care interactions from call center transcripts, chat, emails, forums, and social to craft optimal responses for each individual issue type by leveraging thematic analysis to identify differences in volume, sentiment, geo, emotions, and behaviors.

PRIORITIZE CONVERSATIONS

Activate alerts and segment conversations to identify and prioritize high impact conversations by issue, behavior, or author influence.

ESTABLISH AN ESCALATION PROCESS

Manage your risk by creating an escalation process to effectively handle issues that prevent a crisis from going viral, calm an irate customer, and improve operational efficiencies.

MEASURE SOCIAL CARE EFFECTIVENESS

Prove the effectiveness of care team by measuring the lift in customer sentiment after engagement, cost savings by switching to social, and increase in number of resolved cases for increased budget or additional head count.



VALUE

UNIFIED CUSTOMER VIEW

Get a single view across all customer care interactions from social and more to provide a deeper understanding of customer pain points.

REDUCE CUSTOMER CARE COST

Accurately pinpoint issues that can be resolved quickly to defuse customer frustration and provide them with an alternative to traditional care methods.

IMPROVE AGENT PRODUCTIVITY

Reduce average handle time and increase the number of cases handled by providing agents a queue of similar questions and optimized responses.

MEASURE IMPACT OF CARE EFFORTS

Show the effectiveness of care efforts by measuring the lift in customer sentiment after engaging with customer care.

DELIGHT CUSTOMERS

Improve customer satisfaction by identifying and engaging in conversations beyond your owned social properties.

