

Emplifi Social Care

Take customer care on social to the next level

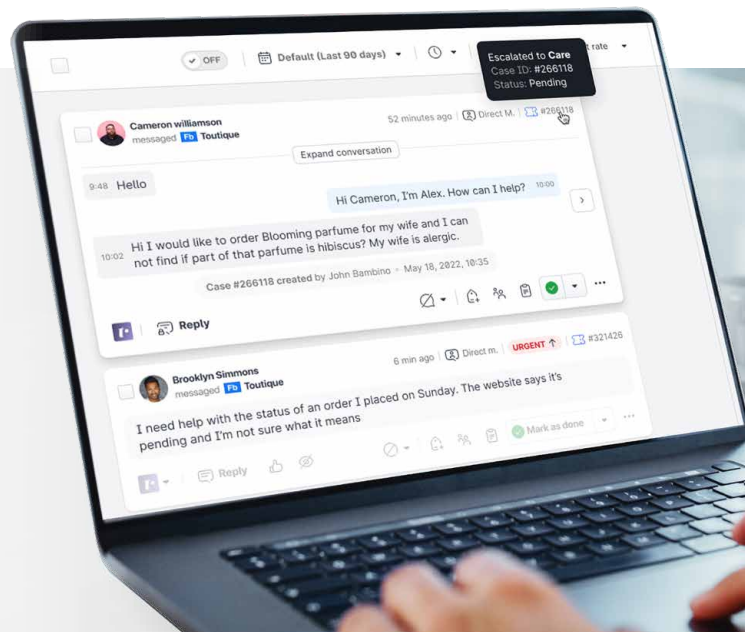
Consumers are engaging with brands on social media more than ever, using it to browse, discover, research, and purchase products. Now, consumers also expect service and support on those same channels, whether they have product questions, want to cancel or return an item, get an update on their order, or share feedback about their experiences.

Nothing drives greater customer satisfaction than quick and helpful, zero-delay service and support. **Emplifi Social Care** enables teams across your organization to instantly connect, manage, and resolve customer queries across social channels. Provide instant, proactive care and boost your team's productivity while delivering exceptional customer experiences.

Care beyond the contact center for a better CX

Notify social marketing teams, product specialists, sales associates, and other customer engagement professionals of inquiries that require their attention, and empower them to:

- Easily route, open, track, and resolve inquiries with friendly, intuitive tools.
- Escalate priority cases to Emplifi Service Cloud without losing context or continuity - so the next advisor has everything they need about the customer case without asking for repeat information.



62%

of customers feel they don't receive excellent care on social media when making a purchase.
(Source: Emplifi/Harris Interactive)

The best of digital and human connections

Use the speed and immediacy of chatbot and natural language processing (NLP) technology to quickly connect consumers with the best representative for their needs. Boost customer satisfaction while keeping agents free from tedious, repetitive inquiries.

Fast and convenient social customer care experiences

Allow consumers to get the answers they need at their convenience, while always keeping your social media team updated so they can always give a quick response. Turn browsers into buyers, and convert customers into loyal brand advocates.

Case management without the heavy IT lift

Get started with **Emplifi Social Care** in hours, not weeks or months, and share the caring of customers across the organization. Give your customer-facing employees the right information at the right time to deliver the best social care experiences, every time.

Integrated care and service across Emplifi's offerings

Emplifi Social Care can be added as a module within our Social Marketing Cloud, providing your team a comprehensive case management tool within a familiar UI. All of Emplifi's care solutions complement and share information between each other, giving you a seamless experience.

Key features and benefits

Empower customers to get customer care on their desired channel

- Emplifi Social Care supports the same social channels available within Community Inbox, including Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok.
- Escalate an interaction directly from Community Inbox or Social Bot to Emplifi Social Care, ensuring a seamless experience for you and your customers.

Power fast and accurate responses using smart workflow management

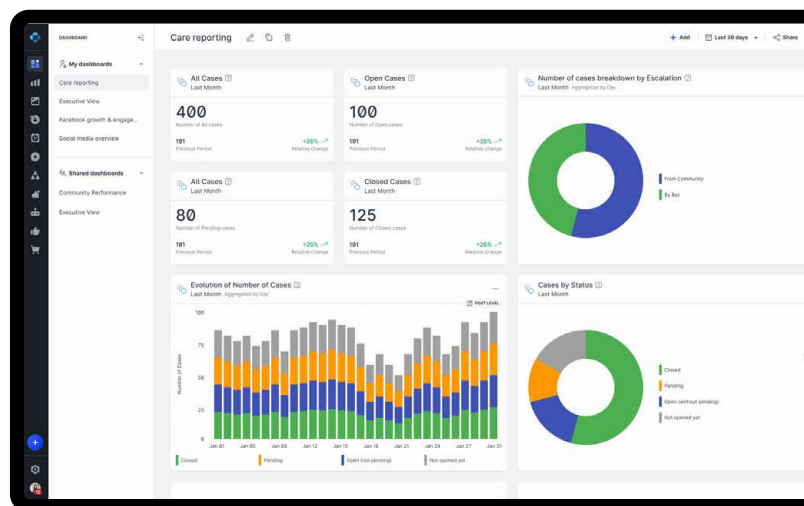
- Route the right customer comment and queries to the right live advisors using Emplifi's industry-leading Platform Intelligence Engine (PIE).
- Use PIE to set conditions based on channels, platforms, case fields, or language to route the right case to the right advisor.
- Provide customer-facing employees with easy-to-use survey templates to gather real-time insights with Voice of Customer (VoC) feedback.

Understand key insights with analytics and dashboards

- Customize the dashboard and widgets to analyze your team's activity. Get a breakdown of these insights by advisors, channels, views, platforms, queues, and more.
- Understand what channels have the highest activity with dashboards updated in real-time.
- Powered by PIE, advisors can get insights from comments, DMs, and case history to better understand the root cause of escalations.
- Securely store customer information and case context, such as their social engagement and service history, so that advisors can always access the right information.

Integration with all Emplifi offerings

- Emplifi Social Care is available within the intuitive Emplifi Social Marketing Cloud platform.
- Escalate complex cases to your service center when required.



Emplifi is the leading unified CX platform that brings marketing, commerce, and care together to help businesses close the customer experience gap. More than 7,800 brands, including Delta Air Lines, Ford Motor Company, and McDonald's, rely on Emplifi to provide their customers with outstanding experiences at every touchpoint. For more information, visit www.emplifi.io

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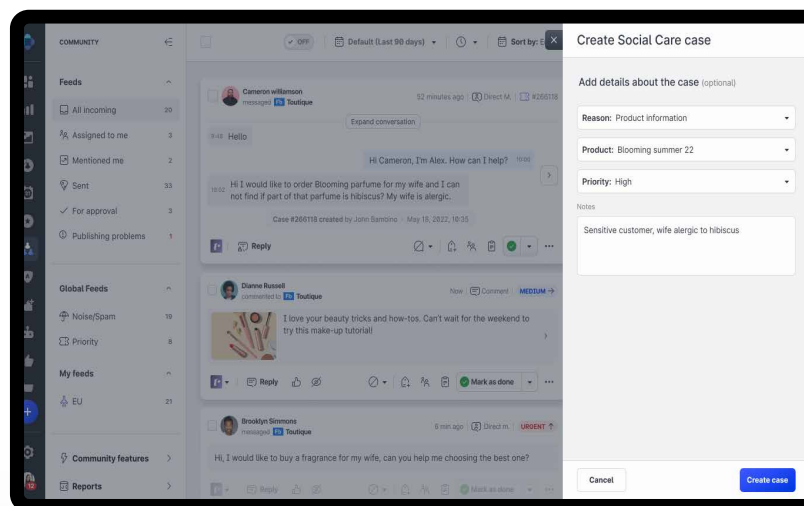
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