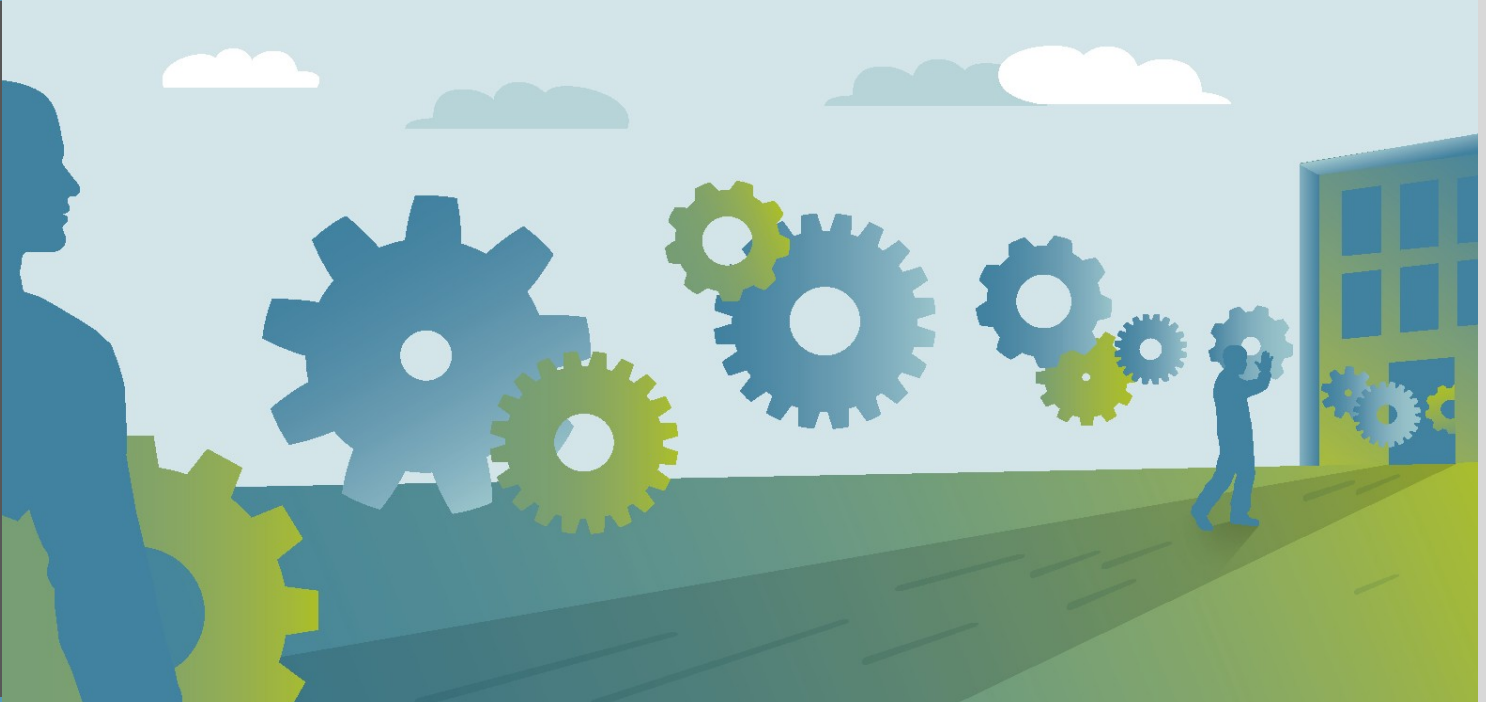


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Contact Centers Searching for Social CRM Best Practices

Contact center managers around the world are realizing the importance of incorporating social elements into their business offerings, but a lack of best practices may be forcing agents to learn social customer relationship management (CRM) on the job.

The rise of social media is having widespread implications for the global business community, but exactly what it encompasses has been hard to define. Many companies understand that social media is something they need to be incorporating into a business strategy. However, very few have a clear understanding of how to direct their efforts. This trend is especially pronounced in the contact center.

"If you have anyone on social channels today, you are ahead of the curve," industry analyst Sheila McGee-Smith told TechTarget. "There are few companies that have lots of resources allocated [within] a structured program."

The best way to begin any social CRM venture may be to dedicate a small group of staff to explore the technology in depth. By having this small team of experts observe and listen to conversations going on in the social community, it may be easier to see where the eventual agent strategies should be focused. Once these channels are open, mastering small, high-quality interactions is essential before expanding and opening the door to a wave of new customer obligations.

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