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INFOSYS SOCIAL CARE

Build Happy & Loyal Customer Base across Social Media using Microsoft Business Applications

Social media is used by billions of people around the world and consumers expect real time responses and interactions from companies and brands. Brands across industries have realized the importance of active consumer listening which forms an integral part of their marketing function. But when there are so many consumers talking about a brand every few minutes,

it becomes tough on part of a brand to handle conversations at a large scale and prioritize some conversations over others.

Addressing this challenge, we offer Social Care an interactive, intuitive and responsive solution leveraging Microsoft Business Applications suite for transforming Social Media Consumer experience. Social Care provides active listening over social media so that no conversations gets missed and prioritizes conversations in order to handle negative conversations immediately before they become a disaster later.

67% consumers use Twitter, Facebook and other social media networks in order to get their issues resolved

Failing to respond might lead to a staggering 43% decrease in customer advocacy whereas a reply can help increasing it by 20% Sprout Social

About Infosys Social Care

Social Care from Infosys provides ways to monitor social channels for mentions regarding products, brand and competitors primarily in order to resolve customer concerns raised via social channels with the help of Social Listening APIs built on top of Microsoft Power Automate, AI Builder & Azure Cognitive Services. It also provides Power BI dashboards to track influencers and generate insights which helps in making strategic decisions regarding marketing & product development. The solution spans across different industries to help them attract customers as more and more consumers are moving to social media channels to interact with organizations. With this offering, we also offer integration capabilities to the entire stack of Dynamics Applications as well as connectors.

Customer   **Social Media Manager**   **Influencer**   **Support Agent - Social Media**

Social Care

Brand Health Monitoring

Monitoring Competition

Customer Support

Managing Influencers

Omnichannel Engagement

Sentiment Analysis

- **Monitor Brand Health** – Keep track of social media mentions to determine how the consumers feel about your brand

- **Competitor's Mention** – Compare how your brand is doing vis-à-vis competition

- **Managing Influencers** – Identify and rank influencers to reward them accordingly and keep them motivated

- **Sentiment Analysis** – Determines sentiment of social media posts using Artificial Intelligence

- **Customer Support** – Automatically prioritize conversations based on its sentiment so that high impact negative posts receive much needed attention immediately

- **Omnichannel Engagement** – Provide Live Agent support to customers across direct messaging channels of Social Media

Powered By

Power Automate   **Cognitive Services**   **Integration 3rd Party Applications**

While we know about Social Care and surely have a high level view on how it can be used, it is important to know about the applicability and benefits across different businesses. The business cases will be certainly varied, with endless possibilities enterprises will get a true sense of benefit with Social Care.

Faster Case Resolution

Create cases for conversations with potentially high negative impact and assign it immediately to agent to resolve it as soon as possible

Improved Customer Relationship

Stay connected with your customers on social media by addressing their issues and appreciating their feedback with an immediate response

Effective Marketing Campaigns

Analyzes current situation to generate insights on running much better and effective marketing campaigns

Reduce Customer Churn

Reduce customer churn by providing consistent and immediate support across digital channels

Optimized Operational Costs

Allow agents to spend time on solving complex customer queries by leveraging AI

Get Product Suggestions

Customer's feedbacks helps in improving existing products as well as getting ideas on new products which can be brought into the market

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For more information, contact askus@infosys.com