

INFOSYS SOCIAL IN A BOX SOLUTION

The advent of social media and increased mobility options have made it possible for customers to constantly stay connected. Social media has become a preferred choice to voice customers views/opinions about products/brands. Customers are increasingly relying on amorphous user communities and other such social networks besides direct engagement with a brand. Any experience with a brand can be quickly discussed, dissected and disseminated across the internet in a matter of hours without the involvement of the brand organization. The information available on social media is vast, authentic and reflects customer views. This is a challenge, but at the same time an opportunity which can be used for generating brand awareness, defining product/promotion strategy and most importantly a positive customer engagement.

To leverage social media effectively, enterprises need a mechanism to listen in to the social channels for key information related to its products/brands, analyze this information to generate key insights and engage effectively with customers.

Solution Offering

Infosys 'Social in a Box' solution provides an effective social engagement platform to leverage social media as an effective customer experience management tool. The solution allows enterprises to connect with customers by engaging social media content and executing promotions/campaigns to reach a larger customer base and gather actionable insights.

The solution leverages Oracle Social Cloud suite as a backbone for implementing the social media engagement and monitoring solution.

The solution allows centralized access to all social channels from one console. A single application can be used to listen to various channels for key information related to brand/product, craft posts to respond to messages quickly and easily in just few clicks and for broadcasting message posts across social channels.

The solution will help:

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| <ul style="list-style-type: none"> • Design and deploy social media content and apps on any social channel • Engage directly with customers across social media channels by connecting and listening to multiple social networks • Real time analysis of social media trends to allow rapid response and implementation of business strategies across business functions • Semantic analysis for a better appreciation of customer conversations across the web • Publish, track and analyze campaigns | <p>across multiple social media channels</p> <ul style="list-style-type: none"> • Integration with CRM application to store the relevant information about product, customers gathered from social channels • Some illustrative examples given below demonstrate how the solution can be extended to integrate with pre – existing applications: • Social event management by hosting events related to your brand themes. Intelligence derived from these events can be used across marketing, service and sales functions. • Service request capture from social media by converting the customer | <p>complaints and questions into service requests. Proactively resolving customer concerns shared on social media helps in fostering customer delight and positive 'word of mouth' publicity.</p> <ul style="list-style-type: none"> • Social commerce by integrating social media platform with eCommerce stores/order management systems • Execution of loyalty reward programs will help drive customer loyalty by engaging fans/customers on social networks by either daily discount coupons or classifying fans based on their network activity and providing them with exclusive discounts. |
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Illustrative use case from the solution

An Illustrative use case is showcased below via an end to end process



Solution Advantages

- Creation and launch of social media campaigns across all the social channels
- Focussed engagement activities and conversations with customers captured from across the web and social media channels
- Semantic analysis allows enterprises to identify negative, positive and neutral comments and respond to priority issues in real time

different Oracle applications like RightNow and Siebel CRM to ensure seamless process orchestration across enterprise stack

- Cloud based solution offers a quick implementation, time-to-value and scalable architecture

Why Infosys

- Strong domain knowledge in CX with specific vertical focus
- Comprehensive product knowledge for

- Go to market and solution co-development partnership with Oracle within the manufacturing vertical
- End to end service offerings from business consulting to system integration services and BPO services

Implementation accelerators, a comprehensive library of pre-built use cases covering CX business processes

Innovative solutions built on Oracle CX Technology stack while leveraging Infosys IP components

For more information, contact askus@infosys.com

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