Social Engagement for Customer Care

SoCoCare
Social and Community Care
*A Hyfiniti Company*

SoCoCare delivers the market's most intelligent and highly evolved Social Engagement solution for customer service and sales organizations. Our social engagement offering, Social CIM, provides you with rich social feeds including blogs, articles, and social network posts with the ability to reply and direct-message authors all on one, unified platform.

Typical Agent Productivity without Social CIM
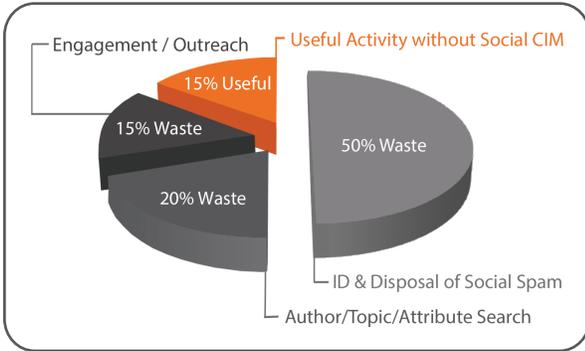
Wish your agents didn't have to waste time slogging through tons of spam and non-relevant posts? Social CIM delivers intelligent filtering and rule triggers that make every agent an efficient superstar by eliminating spam and non-actionable junk.

Want peak agent efficiency, superior outreach, and analytics that help you to truly manage and optimize your team? Social CIM delivers automated sentiment, influence, agent assistance and priority tagging as part of the core offering.
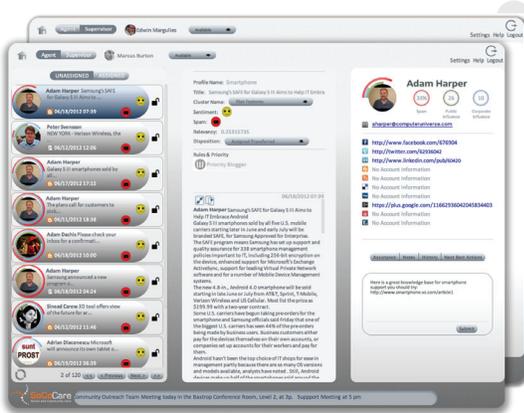
Designed for Agents

Social CIM provides highly advanced filtering on social content so your agents spend more time working on actionable items instead of wasting time on simple chatter. Customer service operations will experience a

radical increase in agent effectiveness and overall outreach. For sales opportunities, this accelerates identifying and engaging with prospects. SoCoCare's highly evolved "Natural Language Processing" engine gets smarter and more accurate with everyday agent activity. This ensures incremental efficiency gains over time.

@CustomerService my internet has been down for 3 days, can I be reimbursed for...

Approved Responses
We are sorry to hear...
Please Direct Message your account...
Thank you for making us aware...
We are happy to help you solve...

Customer Interaction Focus

Social CIM takes customer service and sales team engagement to a whole new level by incorporating classic contact center tools and best practices. This enables you to go beyond broad-brush marketing trends and "get down to business" with individuals that need your help or want to buy.

Analytics for Customer Care
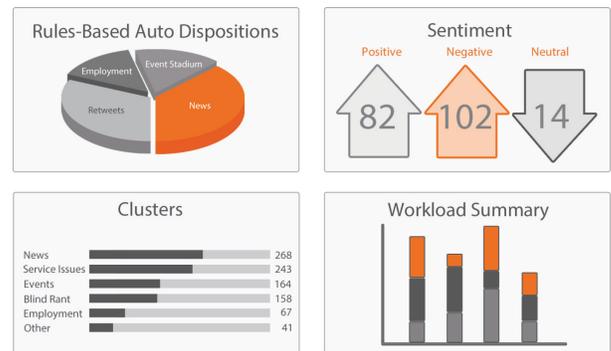
SoCoCare offers the most advanced contact center based analytics in social. For decades, customer service and sales organizations have been fine-tuning best practices associated with measuring, reporting on, and taking action on service level agreements, key performance indicators, and supervisory data. These "Metrics That Truly Matter" are essential to running a world-class service or sales organization. Social CIM leverages these metrics to ensure customer focus, improved outreach, and the establishment of essential goals for your teams.