

The Social Media at the contact center service

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▶▶ The presence of Social Media in all areas of our daily lives is a fact. According to latest statistics, 75% of all Internet users in Spain, which is already 24 million, use them. It is also indisputable evidence that this presence is increasing, and one could say, without the exaggeration that it is really hard to pass several days without interaction through some of these networks. Facebook, the well known social network, already has more than a total of 500 million users worldwide, Twitter more than 200 million users, and LinkedIn with over 100 million users. Furthermore, according to the latest study of the Information Society of the Fundación Telefónica, the Spanish collaboration in Social Media already holds 22.4% of their free time.

The availability of flat rates for Internet in homes and workplaces, as well as the growing use of smartphones, which include among its features the ability to be connected to the Internet 24 hours a day are, without a doubt, the main "reasons" for the increasing development and expansion of Social Media. 97% of users accessing Social Media or portable PC, but access through other means is increasing, so, 37% do so from mobiles and 3% through the iPad and other tablets.

Increase the benefit

Of course, the world of business can not remove this growing influence of social networks, and each day they discover new business opportunities all through them, from increasing brand development to improving their customer service and therefore increasing their loyalty. This option, to improve customer service, it is considered by experts as the second most important benefit that companies can get through Social Media.

Still some companies mistakenly consider the contact center as a cost center, not as an element of their business that will eventually revert into a benefit. There are the ones that have not yet understood the role of Social Media. But on the other hand, more and more companies, particularly those in more mature industries and globalized, have opted for providing excellent customer

service as an advantage or added value compared to competition. And in this sense, are boosting investment in programs of social networking service to customer service

As stated in the Global Social Media Check-Up of Burson-Marsteller, which annually reviews the use of social networks like Twitter, Facebook, YouTube and corporate blogs by companies in the Fortune Global 100, *"Spanish multinationals are increasingly comfortable with the nature of social networks and are more willing to interact directly with their stakeholders on these platforms"*

Contact center 2.0

It is unquestionable that companies can not close their eyes to this evidence and must begin to adapt to changes, if they have not done so, to compete in this new era of communications. Those who fail to do so accumulate in a few months, years behind the competition. The widespread use of Social Media and implementing 2.0 tools in the contact center offer companies the ability to access a greater number of users with those of a closely related and interactive, to meet needs efficiently.

And is that users are increasingly demanding and demanding an immediate and personalized service to each of your needs. Companies are obliged to know them and manage them, lest they lose competitiveness. 2.0 technology, converted into a meeting point for users and companies, agile, flexible and friendly, it is an essential tool to achieve this. Therefore, creating a new customer service model based on Social Media and CRM integrated into the company, it is the major challenge facing the contact center.

MST is ready to guide and give advice in this unstoppable process, since Social Media will be integrated progressively into the contact center, as it increases its level of use for users. It would be absurd to deny the evidence that a customer with more options for customer contact is a more satisfied and obviously more accurate.

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