MaritzCX

MaritzCX SocialCX

Turn Social Media Into a Reliable and Manageable Source of CX Insights

Every day, thousands of your customers rate, review, and discuss their experiences on countless social media and online review sites. In theory, this uniquely honest and prolific source of feedback should produce a wealth of valuable CX information and insights. But in practice, CX professionals often struggle to make social media feedback a meaningful, fully-integrated piece of their customer experience programs.

SocialCX™ from MaritzCX closes this gap by helping you turn the flood of notoriously chaotic social media into a useful, well-behaved and fully integrated source of CX insights and information.

MONITOR THE BEST SOURCES OF SOCIAL INFORMATION TO FIND NEW CX INSIGHTS

Social media presents a difficult dilemma for CX professionals. How do you isolate the nuggets of fresh, honest, and often unsolicited CX information from the never-ending flood of irrelevant noise?

SocialCX answers this question by focusing on social media sources that contain the most useful information—like popular product review sites—and then using a powerful MaritzCX text analytics engine to find, capture, and transform unstructured social media data into useful and relevant CX insights.

This process aligns social media feedback with your other, more traditional sources of CX data—and turns it into another normalized, properly calibrated, and fully-integrated source of CX information. This gives you access to feedback from a more diverse set of customers who may not typically respond to traditional surveys. And because SocialCX focuses on finding social feedback that is tied to specific locations or channels, it provides early, actionable information local managers can use to identify emerging issues more quickly and make meaningful, concrete CX improvements.

SOCIALCX MAKES SOCIAL MEDIA A NATURAL, FULLY-INTEGRATED PIECE OF YOUR CX PROGRAM BY HELPING YOU:

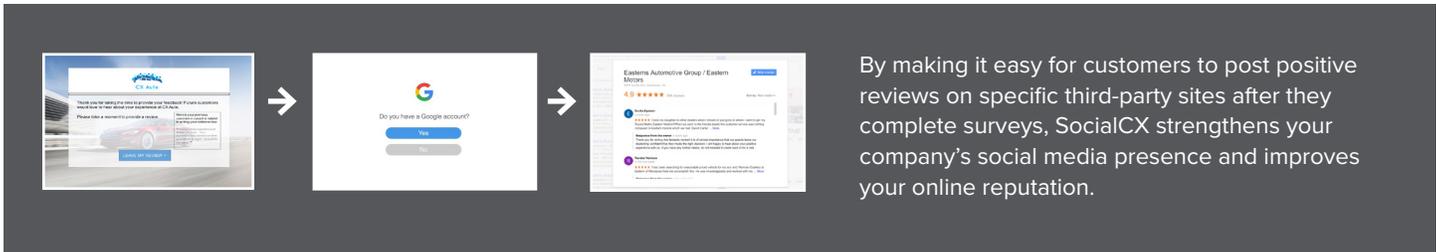Monitor social media sites for relevant CX information that matters to your business

Improve your online reputation by turning traditional CX surveys into positive online reviews

Engage effectively with customers on social media by finding, organizing, and resolving issues quickly

By making it easy for customers to post positive reviews on specific third-party sites after they complete surveys, SocialCX strengthens your company's social media presence and improves your online reputation.

ENCOURAGE POSITIVE REVIEWS TO IMPROVE YOUR ONLINE REPUTATION

Today, most customer journeys include a heavy dose of online research—from searching online reviews and blog posts to seeking recommendations from friends on social media sites. Then, after your customers make purchases, they often share their experiences and opinions online.

This dynamic dramatically increases your current customers' ability to influence your future customers. Yet all too often, online reviews are dominated by a small, non-representative sample of extreme voices whose experiences were either good enough or bad enough to provoke a spontaneous online review.

SocialCX™ can help you shift the balance of online reviews to a larger, more favorable, and more representative sample—by inviting customers to write online reviews after they complete traditional CX surveys or by sending them a separate text message invitation. This approach makes posting an online review feel like a natural extension of the survey experience, and convenient links and editing tools make the entire process easy and convenient.

ENGAGE WITH CUSTOMERS TO ENHANCE YOUR SOCIAL MEDIA PRESENCE AND BOOST RETENTION

Your customers expect fast, personalized responses to their social media reviews and comments. And they prefer to have those responses come directly from the location where the experience occurred. Of course, it's difficult (or sometimes impossible) for local managers and employees to manually sift through thousands of comments on dozens of social media sites looking for issues that need attention.

SocialCX automates and simplifies this process—by searching for reviews and comments that need attention, categorizing them, and presenting them to local managers in one convenient location. Then, you can turn those reviews and comments into active CX cases, assign them to the right people, and track their progress.

By leveraging the MaritzCX platform's case management capabilities to identify, alert, and respond to social feedback at the local level, you can resolve customer issues more quickly and efficiently—and ultimately improve customer retention.

42% of customers who post an issue on social media expect a response within 60 minutes.

Source: "The Social Habit" Edison Research; http://www.edisonresearch.com/wp-content/uploads/2014/07/the-social-habit-2014.pdf

Make Social Media Feedback an Indispensable Part of Your CX Program

Visit maritzcx.com to learn how you can make the spontaneous, unstructured customer feedback on social media an essential, fully-integrated piece of your overall CX program.

To demo a product or to contact MaritzCX call

North America +1 385.695.2800 | **Asia Pacific** +61 (0) 2 8397 8131 | **UK & Ireland** +44 (0)1494 590 600 | **Germany** +49 (0)40 369 833 0
maritzcx.com **maritzcx.com** **maritzcx.co.uk** **maritzcx.de**

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.com.**