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# Genesys Multicloud CX Use Cases

Genesys Social Media Routing (CE19) for Genesys Multicloud CX

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Engage with your customers through social channels

## What's the challenge?

As the volume of social network interactions continues to escalate, it's clear that simply throwing more people onto Twitter and Facebook is not a sustainable solution — there needs to be a new evolution to a scalable model for managing social engagement.

## What's the solution?

Monitor your business presence on relevant social media sites and easily identify and prioritize online comments. Automatically routing social media interactions across the enterprise to the right people brings new levels of scalability, consistency and responsiveness in your social media interaction strategies.

### **Other offerings:**

Genesys Engage on-premises PureConnect

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## Use Case Overview

### Story and Business Context

In today's business landscape, customers want to connect with businesses in ways that are natural and intuitive. Social media channels are popular for customers to use to communicate and interact with companies due to their vast availability, influence, and convenience. Customers use social media to share information about products and services, and they frequently follow and review companies with whom they do business. Companies benefit from having an active, responsive, and positive social presence.

Genesys' powerful routing engine is intelligent enough to provide an automated response outside hours of operation or during an emergency or unforeseen closure. During normal hours, Genesys distributes the social media interaction to the next available agent with the appropriate skill.

### Use Case Benefits\*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

| Use Case Benefits                 | Explanation  |
|-----------------------------------|--|
| Improved Customer Experience      | Improved NPS by addressing customers' requests in a timely manner through skill-based routing. Ability to switch between Public and Private channels seamlessly. |
| Improved Employee Utilization     | Better scheduling of agents to match demand (WFM solution required)  |
| Improved First Contact Resolution | Improved First Contact Resolution by routing interactions to an expert through skill-based routing   |
| Increased Revenue                 | Route revenue-generating opportunities to best resources through skill-based routing   |
| Reduced Administration Costs      | Eliminated manual monitoring/reporting by automating efforts through Genesys Social Engagement.  |

### Summary

Provide consistent customer service across Twitter and Facebook communication channels by delivering interactions to the best available agent with social media public posts and private messaging. Agents are able to advise customers based on customer information and social media context. Standard responses enable your agents to provide consistent response to customers engaging via Facebook or Twitter.

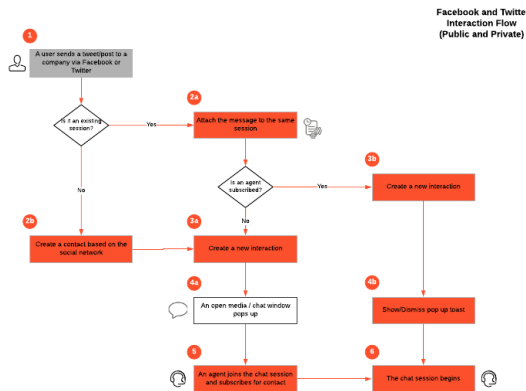
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## Use Case Definition

### Business Flow

#### **Facebook/Twitter Interactions (Public and Private)**

The following flows describe the use case from the perspective of the main actors, i.e. social media user and contact center agent. The first flow shows how a public interaction is handled:



## Business Flow Description

1. The user searches in Facebook or Twitter for the company's account. User will post or tweet to the attention of the company, by posing a customer care issue.
2. Genesys verifies if a corresponding contact already exists in Genesys contact history. The customer is identified in the contact history by their Facebook / Twitter handle (if available).
  - If yes, then it attaches the interaction to an existing session.
  - If a contact does not exist (social handles are not associated to a registered user), Genesys creates a contact in the universal contact database based on the customer data. Any following messages and agent replies are stored under this customer.
3. Genesys checks if the agent is available to take the interaction.
  - If the agent is available, then Genesys creates a new interaction for the agent to accept and continue/start the conversation
  - If no agent is available, the interaction is placed in the queue until an agent is made available. A new interaction is created for the next agent.
4. When the agent is available, an **open media pop up for Public Interaction / a chat window pop up for Private Interaction** appears in Workspace Web for the agent to accept or reject the request. If this interaction is sent to a *subscribed* agent:
  - The agent sees a pop up to "Show/Deny" the message. If the agent denies it / timeout occurs, it is placed in their communication panel queue to pull once the agent is available.
5. Once the agent accepts the new interaction, the customer contact will be added into their subscription list to enable last agent routing for any future interactions.
6. The interaction is sent to the agent for an appropriate response. Once the agent accepts, this session begins and is alive until the agent has completed the conversation and decides to close the interaction. When the interaction is finished,

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the agent can set a disposition code to register the outcome for reporting purposes.

## Business and Distribution Logic

### Business Logic

## Engagement Scenarios

The following four scenarios describe typical social customer care engagement which have been used successfully.

For information about setting up and using social media channels in Genesys Multicloud CX, refer to the following articles:

- Set up Twitter and Facebook channels
- Handle Twitter interactions
- Handle Facebook interactions

### Scenario 1: Twitter - @mention

This scenario depicts an engagement when the customer is tweeting to the company's handle. The customer uses their account to post a Tweet. Genesys Social Engagement captures this message according to predefined business logic. Customer profile details are received with the message through the Twitter API. The profile details are attached to the interaction. The Twitter message is stored in the Genesys contact history.

The original incoming Twitter interaction is delivered to the agent desktop. The desktop identifies that this message was directed to the business and if the author is a follower of the business' Twitter account. The agent reads the incoming Twitter message and sends a public response/reply to the tweet. Alternatively, the agent can mark this interaction as "Done," assign a disposition code and not take any further action.

The workflow creates an interaction an outgoing Twitter interaction and associates it with the same customer contact. Genesys Social Engagement sends the reply to the customer.

### Scenario 2: Twitter - Direct Message to Company

In this scenario, a customer is sending a private (or direct) message to a company's Twitter handle. Please note that this scenario is only possible when one of the following conditions is satisfied:

- The flag "Receive Direct Messages from anyone" is activated in Twitter (not recommended as this might result in a high volume of messages)
- The customer is a follower of the company's Twitter account
- A previous conversation was already established in the past to receive help

The user **must** be a **follower** of the company so that the company can send a direct message back. Therefore, non-followers are sent a follow request, for example "Please follow @Genesys for us to assist you." This allows the company to assist customers over Twitter privately.

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The tweet is stored in Genesys contact history as an outgoing Twitter message and associated with the same contact. Genesys Social Engagement sends the Twitter message to the customer. The customer sees the tweet and responds by following the @Genesys Twitter account.

The company then has a different choice of actions to perform, also according to what other channels are available for the agent and customer. If no other channel is available, the agent can reply to the direct message with the intended information and the interaction is closed.

### Scenario 3: Facebook - post on Company's timeline (wall) or comment to post (Reply)

The customer uses their account to post a message on the company's timeline (wall) or posts a reply to a post from the company's timeline.

Genesys Social Engagement queries this page's wall and finds the new post with comments. The query is run on a configurable timer (15 seconds by default). Genesys Social Engagement captures the message and creates an interaction. The interaction consists of an original post plus comments which are posted within the query's timeframe by the end user. Additional attributes describing the post author's and commentators' profiles are also part of the interaction structure. Each post/reply/comment comes in as an interaction. Every interaction from a customer stores the customer information in contact history.

The strategy stores the post including comments in Genesys contact history and associates it with the contacts. NOTE: while the interaction representing the initial post and comments is in the queue, further comments could be added. The query could pick up these additional comments and create another interaction.

The Incoming Facebook interaction is delivered to an agent. If the agent has subscribed to receive interactions from a particular customer, it is routed to that agent.

The agent processes the incoming Facebook message and sends a response if necessary. Also they may mark this interaction as "Done" and not take any further actions. Genesys stores the message text of the outgoing Facebook interaction in Genesys Contact History for the same contact. Please NOTE: The outbound Facebook message is a child of the original message. (Reply)

### Scenario 4: Facebook - Private Messaging

Facebook Messenger can only be opened by the end user. The user needs to invite the company to a chat session via the "Message" button on the main Facebook page.

Genesys receives the Message request and distributes to an agent. The customer's public Facebook info is passed with the interaction request.

The agent is alerted of an incoming message, indicating the interaction is with the Facebook customer. The agent accepts the interaction and begins a conversation with the customer. Genesys Social Engagement sends the reply to the customer.

## Rules of Engagement

Genesys Social Engagement can be configured to monitor either a specific account (all interactions that are related to the account) or keywords (such as hashtags or specific words that are relevant to the social customer care task). Please be careful when specifying keywords as common words or hashtags may result in many interactions that can impact the overall performance of the architecture. In addition to this, Twitter and Facebook have policies that might prevent or block the account from receiving all those interactions, or they might throttle message processing,



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if they receive too many processing requests, resulting in lost messages or delays in sending or receiving messages.

Distribution Logic

Included as part of the Business logic.

## User Interface & Reporting?

### Agent UI

The following lists the minimum requirements for the Social Engagement interfaces:

- The agent desktop is enabled to handle Social Media Interactions (**Facebook & Twitter**) supporting Genesys standard functionality.
- Access to Universal **Contact History**.
- Configuration of **not-ready** reason codes (Admin Work, Lunch, Meeting, Pause, RONA, and Training).
- Configuration of **disposition codes** (Cross Sell, Need Follow Up, Not Right Skill, Processed, Terminated, Transferred, Up Sell).
- Access to **standard response** library.

### Reporting

#### Real-time Reporting

**Genesys Pulse** enables at-a-glance views of real-time contact center statistics through dashboards and wallboards.

Each Genesys Pulse report presents information within graphical widgets, which show graphs or tables that provide information about incoming voice call queues, agent groups, or individual agents. You can personalize Genesys Pulse reports based on functional, geographical, or organizational considerations.

Genesys Pulse provides templates for the most popular reports. You can use these templates to quickly add report widgets to your dashboards.

The following Genesys Pulse standard reports are particularly relevant for this use case:

- Facebook Media Activity
- Twitter Media Activity

For more information, see [Standard Report Templates](#).

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## Historical Reporting

**Genesys CX Insights** (GCXI) provides customizable reports and dashboards that can help you track the benefits of this use case by enabling you to assess the day-to-day operations of the contact center resources for the routing and handling of interactions.

Some of the most relevant reports that are useful to measure the effectiveness of the engagement rules and efficiency of the use case include:

- **Agent Social Engagement Report** — Provides detailed information about average social media scores in each configured standard response or category, for each agent and day. Includes average agent social media scores for Sentiment, Influence, and Actionability. This report must be configured for your use, and can be customized to better suit your environment.
- **Interaction Handling Attempt Report** — Provides detailed information about handling times, agent participation, engage time, routing time and parameters, and the technical results (disposition) associated with customer interactions. Use this report to understand how the contact center is routing and handling interactions, and evaluate conversion success rates.
- Other reports in the **Agents** and **Detail** folders are useful to evaluate resource performance.

For more information, see [Get started with Genesys CX Insights](#) and [Business Results reports](#).

## Customer-facing Considerations

### Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

| All of the following required: | At least one of the following required: | Optional | Exceptions |
|--------------------------------|---|----------|------------|
| None                           | None                                    | None     | None       |

### General Assumptions

- Genesys CX Insights is the historical reporting application.
- Genesys Pulse is the real-time reporting application.
- Workspace Web Edition 9 is the agent desktop.

See Genesys Social Media Routing (CE19) for Genesys Engage on-premises for Premise Assumptions.

### Customer Responsibilities

- Genesys Social Engagement is configured to handle interactions from the company's Facebook page and Twitter account.

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- Provisions and configures standard responses in eServices Manager.

## Related Documentation

### Agent Desktop

Agent Desktop integrates social media channels into the Chat interaction interface to make handling Facebook messages, Tweets, and other social media as simple as chatting.

- Chat interactions
- Social engagement with Facebook
- Social engagement with Twitter
- Contact interaction management

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### Document Version

- Version **V 1.0.2** last updated **December 5, 2021**