

Direct Messaging & Social Media Support

CENTION



Cention

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Introduction

Why Messaging & Social Media Platform ?

In our hyper-connected culture, often people find it far simpler to blast on messaging and social platforms like a Twitter or Facebook rant than to pick up a phone to contact a business when it comes to customer support. This pattern has created numerous nightmares in public affairs with many businesses.

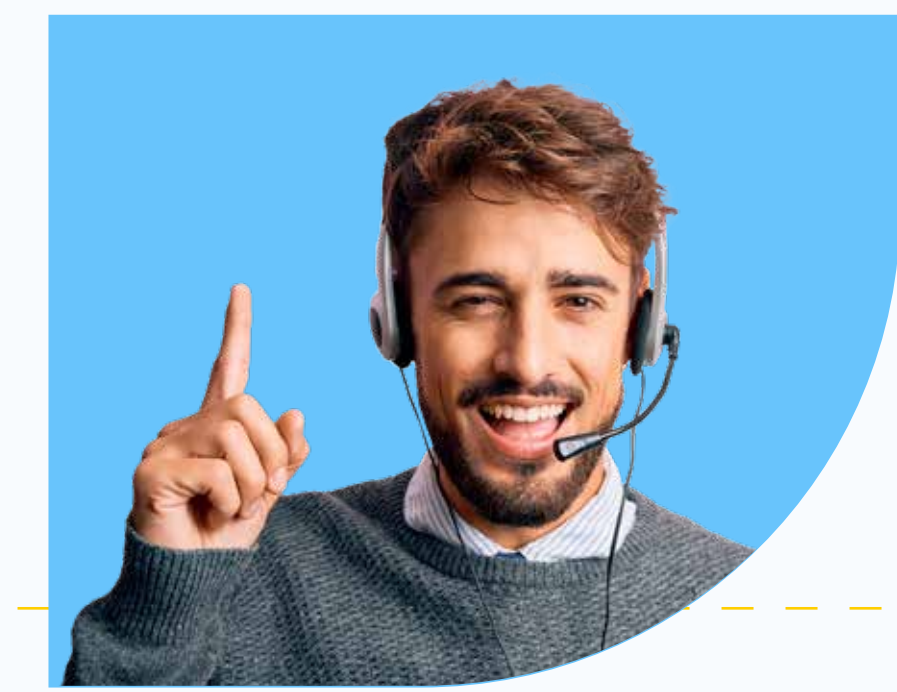
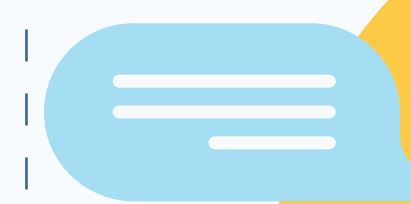
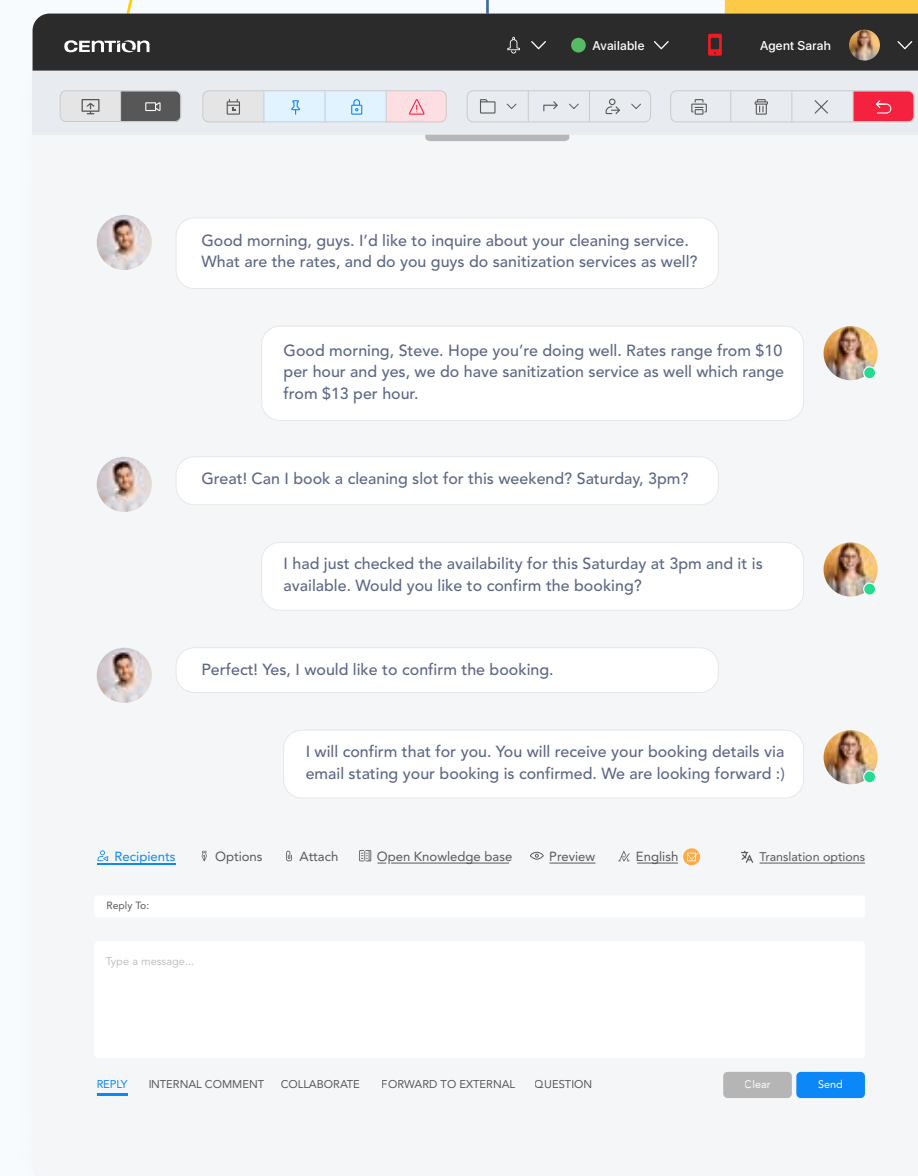
But it's not just the consumer problem that might trigger a negative news. Bad reaction to messaging and social platforms complaints will often contribute to the loss of customers. Complaining Tweets might not all be viral, yet consumers can still remember whether a company ignores their complaints.

This dramatic change in consumer contact preferences has left several call centres unable to keep up. It can be challenging to decide the right approach to navigate messaging and social platforms when it comes to customer support. Will telecommunications agents be accountable for the problems of messaging and social platforms services? If so, what is the right way to accomplish this interaction, and how do customer support centres keep up?



Many companies assume that representatives trained in dealing with clients on the phone might not be the right option for managing messaging and social media enquiries. Every form of communication has its own rules and customs, and certain organisations see the telephone and social as two separate and quite specific skills sets. These businesses strive to establish messaging and social platform customer service with the marketing team. Some can join the messaging and social platforms team alongside the Customer Support Center and make employees accessible to help with online inquiries. Others simply provide the social network team with a series of guidelines for managing support problems and moving them from social media to the contact centre.

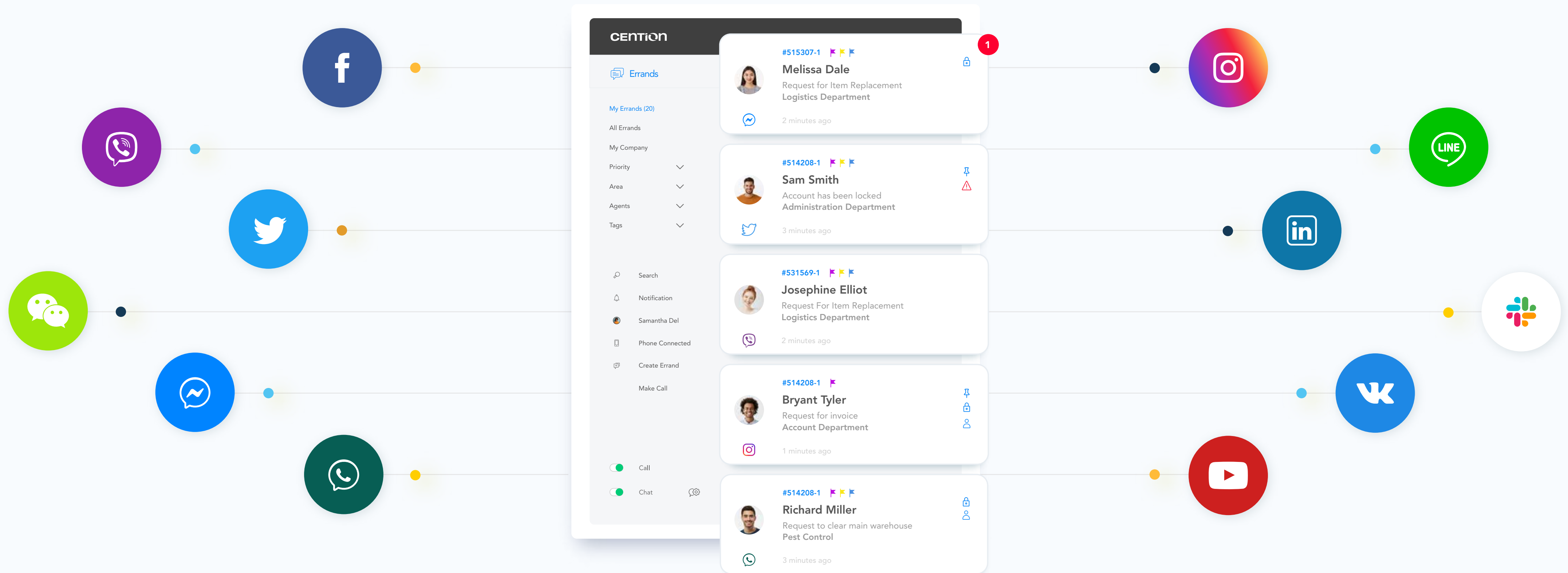
ONE PLATFORM FOR ALL COMMUNICATION



Messaging & Social Channels

It's The Way To Go!

Bring together all your Messaging and Social Channels into a single platform.



The central image shows a woman in a pink sweater smiling while looking at her smartphone. She is surrounded by several data visualization widgets and communication icons:

- Line Chart (Top Left):** Titled "Total Over Time", it shows performance for Facebook, Instagram, and WhatsApp from January to December. The y-axis ranges from 00 to 120.
- Media Social Meter (Bottom Left):** A donut chart showing the distribution of media social interactions: 50% Instagram, 25% Facebook, 20% WhatsApp, and 10% Messenger. The overall total is 100%.
- Bar Chart (Bottom Right):** Titled "Average Handling Time", it shows handling times for various departments: Production, Storage, Refund, Operation, Administration, Purchasing, Marketing, and Human Resource. A specific time of 03:41:11 is highlighted.
- Icons:** A purple speech bubble icon, a blue thumbs-up icon, a circular inset of a customer service agent, and a pink heart icon.

Omnichannel

360 View Of All Your Customers

Solving customer support queries on messaging and social platforms may be a problem, since agents cannot easily continue by answering questions like they do on the phone. Messaging and social media is a public platform, and safety and public policy concerns need to be considered.

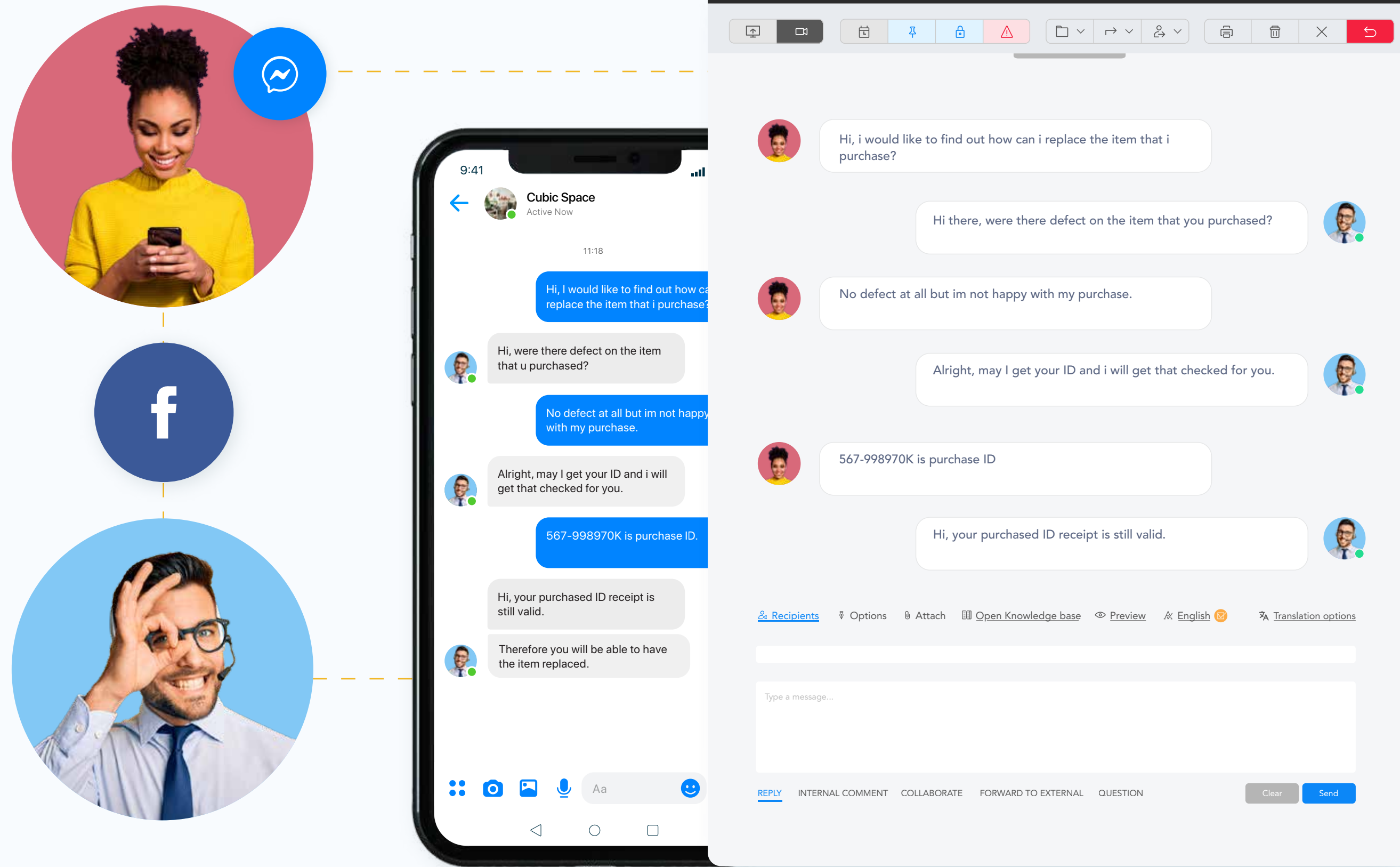
Instagram

All-INstagram

Through Instagram support on Cention, Instagram messages and comments from customers can be replied instantly by your customer support agents. Customers will no longer have to wait for too long to get the answers they seek. We promise increased business productivity and enhanced customer experience!

- Reply to Instagram posts.
- Keep Up with customer DMs.
- Measure your Instagram Support Team performance.





Facebook

Face Facebook

Facebook is the world's number one social media platform. Building a relationship with your customers can be an easy task with Cention Contact Center. Why? Cention provides agents with the best tools so your team is able to manage incoming Facebook errands all in one platform without having to go back and forth between the Facebook platform and Cention Contact Center Software. Ultimately, you create increased customer loyalty and enhanced sales.

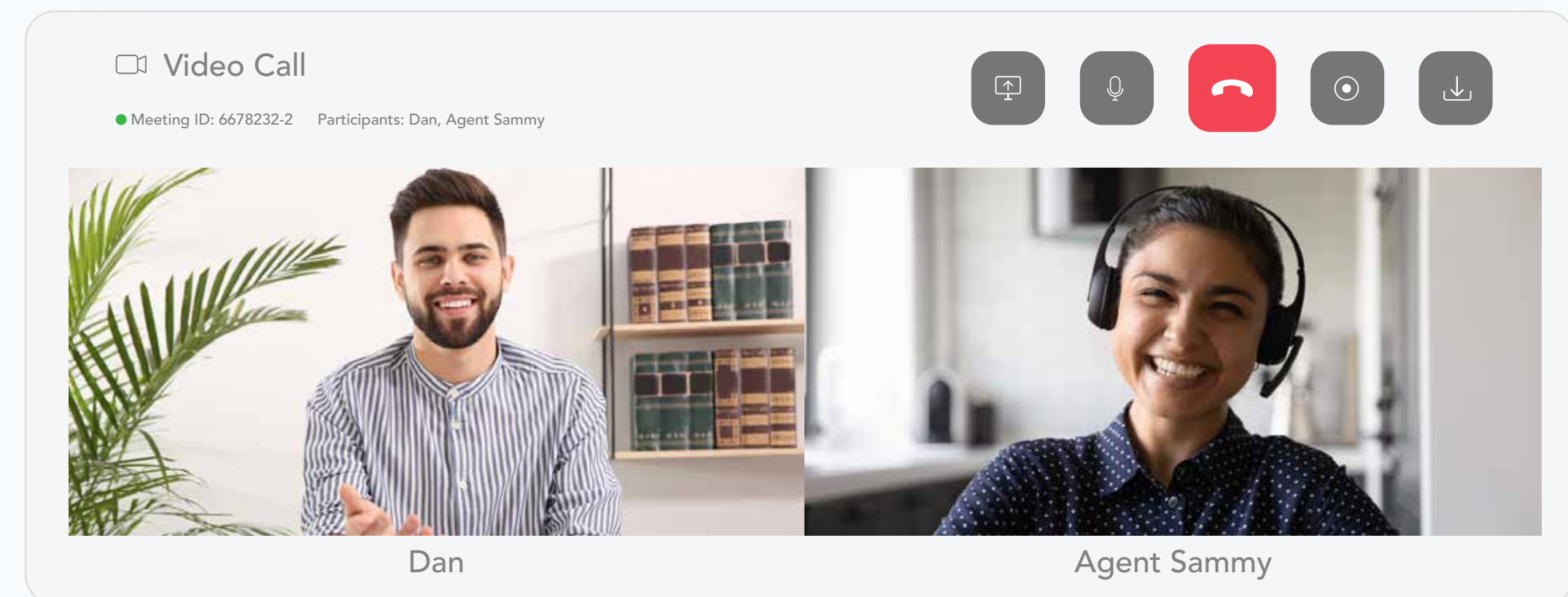
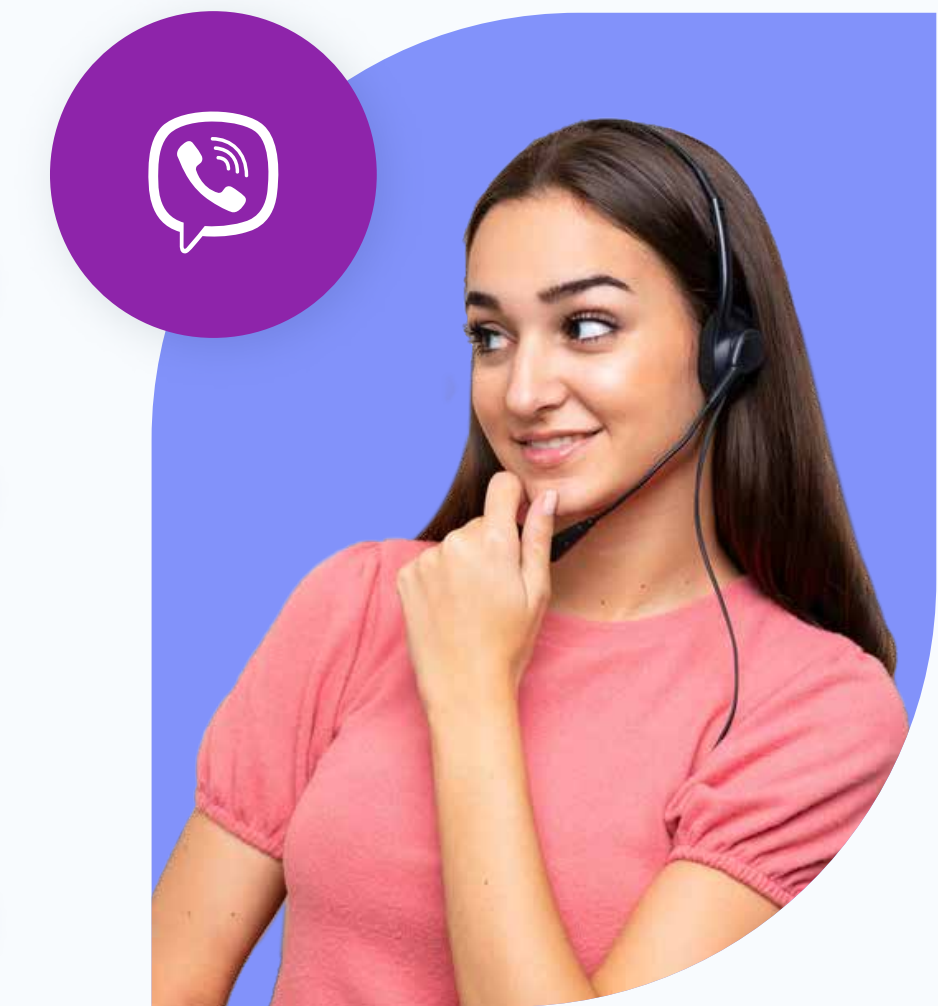
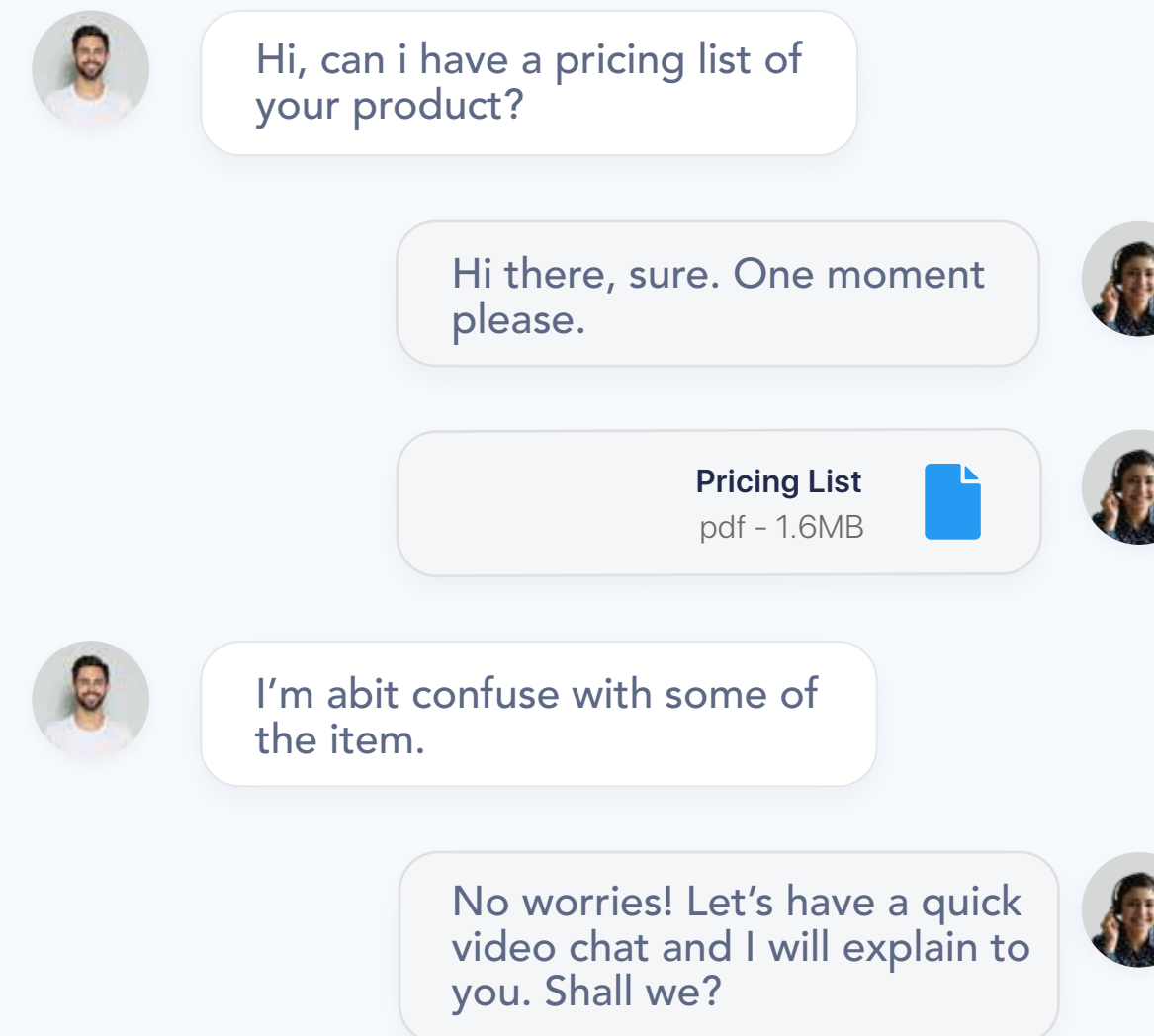
- Reply to Facebook PMs and Facebook Posts.
- Keep up with customer PMs.
- Measure your Facebook Support Team Performance.

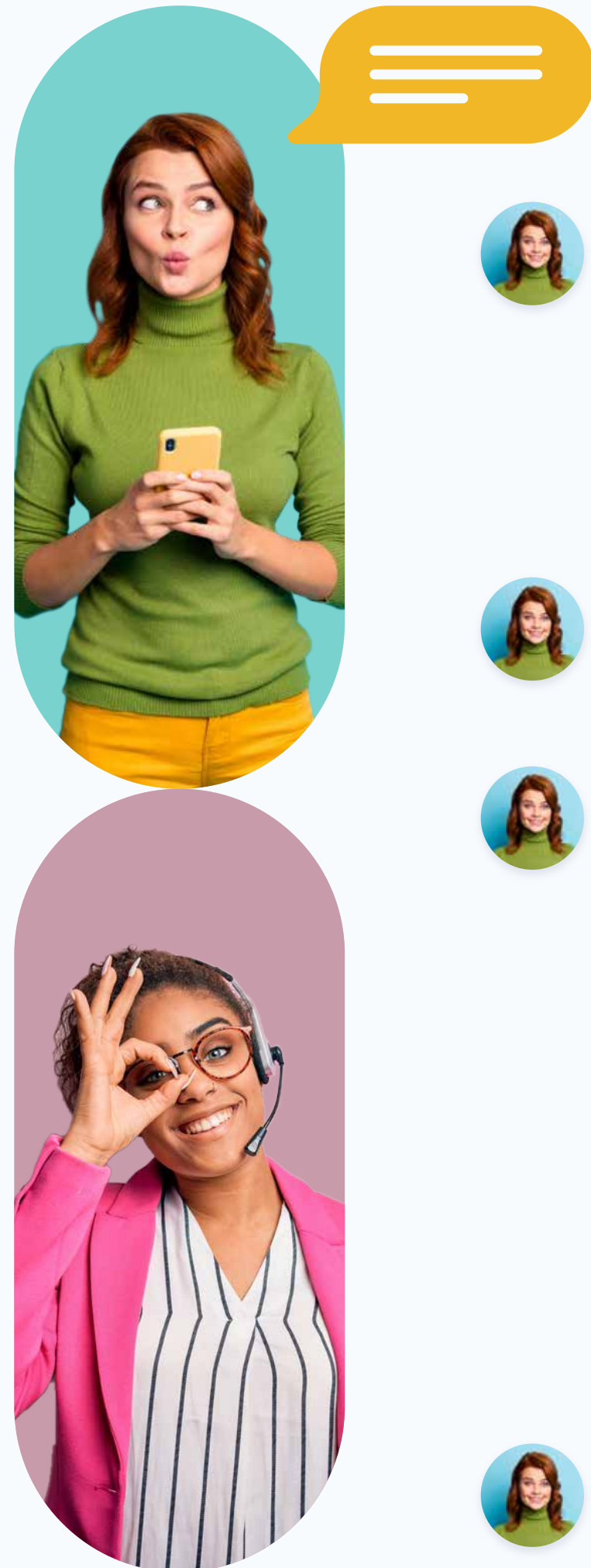
Viber

Vibe with Viber

Being where your customers are anywhere, anytime is the best thing you can do for your business. Whether you're responding to a Viber message, agents can respond to customers who are reaching out to your brand through Viber. The last thing you want is to draw negative attention to your brand.

- Reply to Viber Messages.
- Send and receive Photos.
- Upload and Download Files.
- Measure your Viber Support Team Performance.





Hi there, i'd like to request a refund for item that i bought as it is damaged when i received it.

Good evening, could you share me your order number (available in account details) together with photo of the damaged goods?

Sure, its 33667-898

Alright, I have just confirmed with finance of the issue. You will receive an email within 2-3 days with your refund.

Thank you.

Whatsapp

Tell em' Whatsapp!

Whatsapp support with Cention contact center platform improves efficiency and flexibility for our users around the world. Manage all incoming interactions, generate custom reports based on customer data, and send any documents instantly through the same platform.

- Reply to Whatsapp Messages.
- Send and receive Photos.
- Upload and Download Files.
- Measure your Whatsapp Support Team Performance.

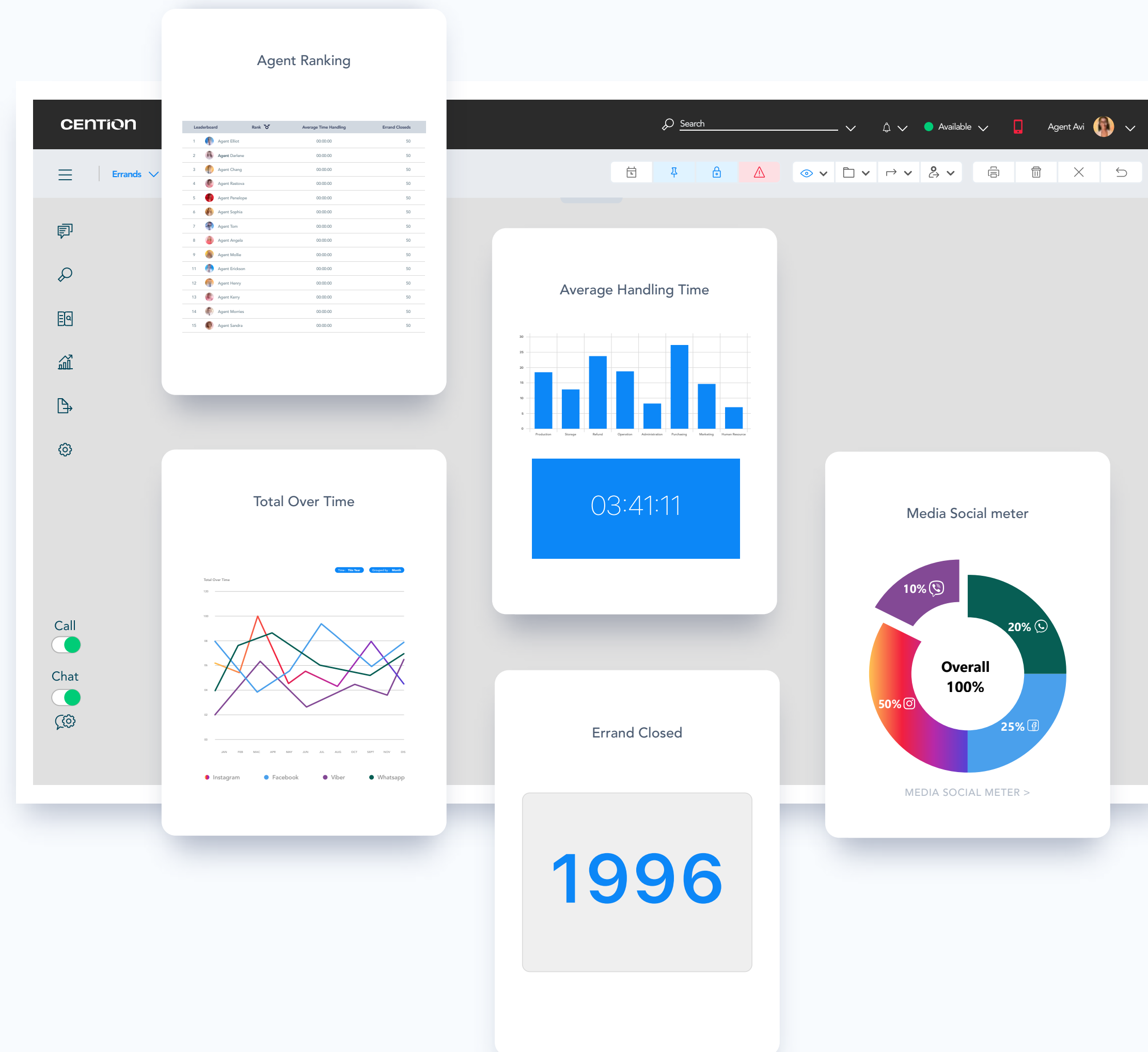
Collaboration

Teamwork Makes The Dream Work

Maximize the capability of your agents by allowing them to collaborate with external experts with the collaboration feature for assistance when responding to customers across all messaging and social platforms.

With collaboration, the agent reviews the answer assisted by the external expert, giving the agent full control over what will be communicated. The answer will then be sent to the customer.

The image illustrates a collaboration workflow in a chat interface. On the left, a customer's message reads: "Hi, I'd like to request a refund for them item that I received as it is damaged when I received it." The agent, Agent Ben, responds: "Good Evening, could you attach y... I dont remember my receipt number for th... I retrieve it?" An external expert, Agent Randy, provides assistance: "One moment, let me chec... He could just check the order number from our website that he purchased it from. Should be in account details." Finally, Agent Ben responds to the customer: "Will do that, thanks for your assist." The interface includes a "Collaboration (2)" window, a chat input field, and various action buttons like "REPLY", "INTERNAL COMMENT", "COLLABORATE", and "FORWARD".



Reports & Statistics

Everything You Need To Know

Extensive Data & Reporting Features

- Easily keep track of incoming and outgoing customer queries across all your messaging and social channels in one dashboard.
- Keep track of all your agents from each social channel and make sure your agents close all errands within your SLA.
- Customize your own reports and gather the right data for you.
- Download and Schedule all reports to your convenience.
- Gain full control of all your agents' performance.

Integrations

Built In Beautiful Connectors

Connect all processes, applications and CRMs the way that works for you!

Voice

AVENTA twilio Astersk Mitel Enghouse Interactive

CRM

Microsoft Dynamics SUGARCRM salesforce

Automation

Dialogflow IBM KeyReply aws

Reporting

VISIGHT Qlik

Customer Survey

qualtrics Indicate me EVI EXA quicksearch

Chat Extensions

ARTIFICIAL SOLUTIONS humany.

Collaboration

slack Jira

SSO

Auth0

Testimonials

Clients Are Talking

Reputation by association is alright by us.



"In Summary, i have no hesitations in highly recommending Cention for the ease of use of the tool, its integration capabilities and the great service that Cention offer to compliment the tool."



"Cention is more that just a CRM system; its a gateway to improving our customer service operations, so we can efficiently handle feedback and streamline the process. as a platform, it packs all the functionality that we need, while giving us options and flexibility for customisation to suit the organisation's needs."



"We use Cention for all customer interactions via email, Facebook, Instagram and also register all our phone errands. Their support is outstanding and their willingness to improve their system on their customer needs is what makes them not only a supplier but a true business partner."



"We use Cention's email management system to keep track of all our important accounts. Cention's user-friendly omnichannel email and chat solution allows us to manage massive volumes of inbound emails and provide accurate reports of our team's productivity and efficiency. Cention really provided us the best tools to streamline all operations to deliver effective and efficient customer service."

Client Tele

It Works For All Industries

From different industries & different size.

Healthcare

Retail

Manufacturing

Entertainment

Call Centers

Government corporation

Government

Insurance & Security

Information Technology

Banking

Product Features

One Platform For All Communication

Bringing all communication into one

cention

