



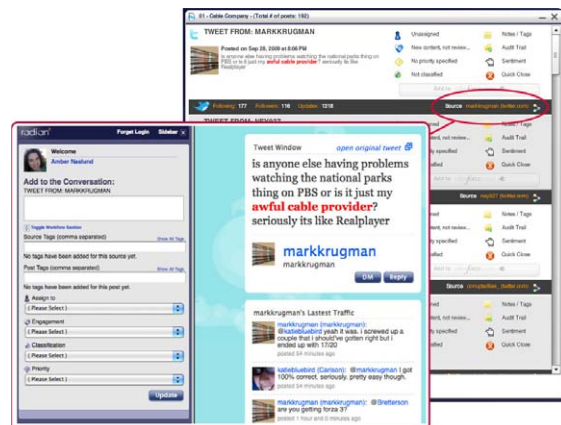
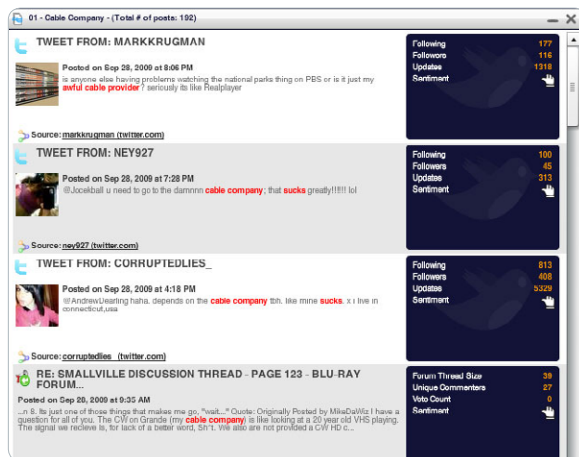
Customer Service Outreach

One of the most valuable uses for social media engagement is customer service. Companies like Dell, Southwest Airlines and Intuit are making great use of their social media outreach to solve customer issues in real time, and for the social web to watch.

Communities see responsiveness from companies, and those companies earn their trust. Your customers aren't asking you to be perfect, but they're asking you to be paying attention. Radian6 makes it easier than ever to exceed their expectations.

By listening carefully to your customers and community, you can easily spot customer service issues as they emerge, even on fast-moving sites like Twitter:

Once you've identified the issue, use Radian6's workflow mode to respond to the Tweet or blog post right from the dashboard, or route the post to a member of your team so they can address it immediately.

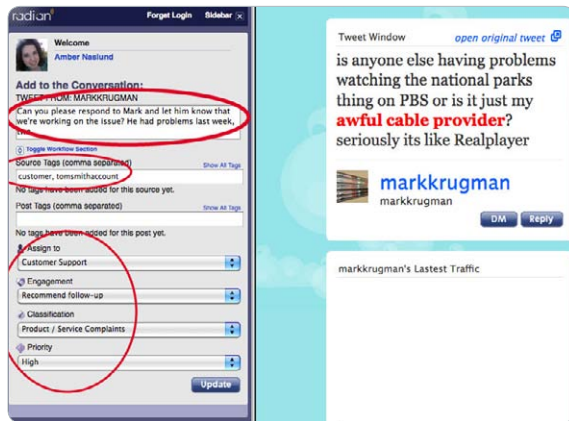


Use the source tagging or notes features to share some additional context or notes with your team. Tag your customers, your prospects, and your

competitors to understand exactly where each issue is coming from, and your team will be able to see that label anytime a post comes up from them in the future. Ask questions of each other to speed a resolution, or let your colleagues know that you're in the midst of a conversation with that person otherwise to prevent duplicate outreach. Use the status menu to identify when the issue has been resolved, and close it out.

Over time, use Radian6 analysis to pay attention to whether your mentions increase as folks talk about your stellar customer service practices, and see if your ratio of positive sentiment increases as your outreach and resolution of customer service issues in social media takes hold.

Customer service takes on a whole new meaning with the velocity of social media. Let Radian6 help you keep up the pace.



Using Salesforce.com? Use **our available integration** to create a customer service case right from the dashboard so it can get queued straight to your customer support team for engagement and response, and captured in their customer record for future reference.

