bihub

Improve customer service
& simplify social media management

Introduction

At Bintegra we strongly believe that improving the customer experience should be top priority for any company. Recent years have shown that customer service has become increasingly complex, but it remains a vital component to the success of every company. Customers can reach out to your company in a variety of ways: email, website, mobile, social media, live chat and/or phone calls. Whatever way the customer decides to contact you for help present a channel and every channel must be taken into consideration seriously. Consumers expect consistency and continuity from a company across channels.

Problem

The problem is, many companies are struggling to keep up with all the changes and all the channels. How these channels are organized and how well connected they are plays a significant role in the customer's journey and providing a consistent support experience. So, what can management do to ensure they stay competitive and stay relevant?

Solution

We are recommending cross-channel CRM integration with Bihub because customers expect you to be able to respond on every channel of their choice. And Bihub offers exactly that: CRM integration with social media, email or chat so customer service employees don't have to check other sites and do their job more efficiently and effectively. Big advantage of our solution is that it is a non-intrusive. This means that the companies can still manage their CRM systems and social media channels independently while using Bihub. Target customers for Bihub are medium and large companies in B2C sector with long-lasting customer relationships and several digital channels who are managed by different persons in MKT in different customer care teams.
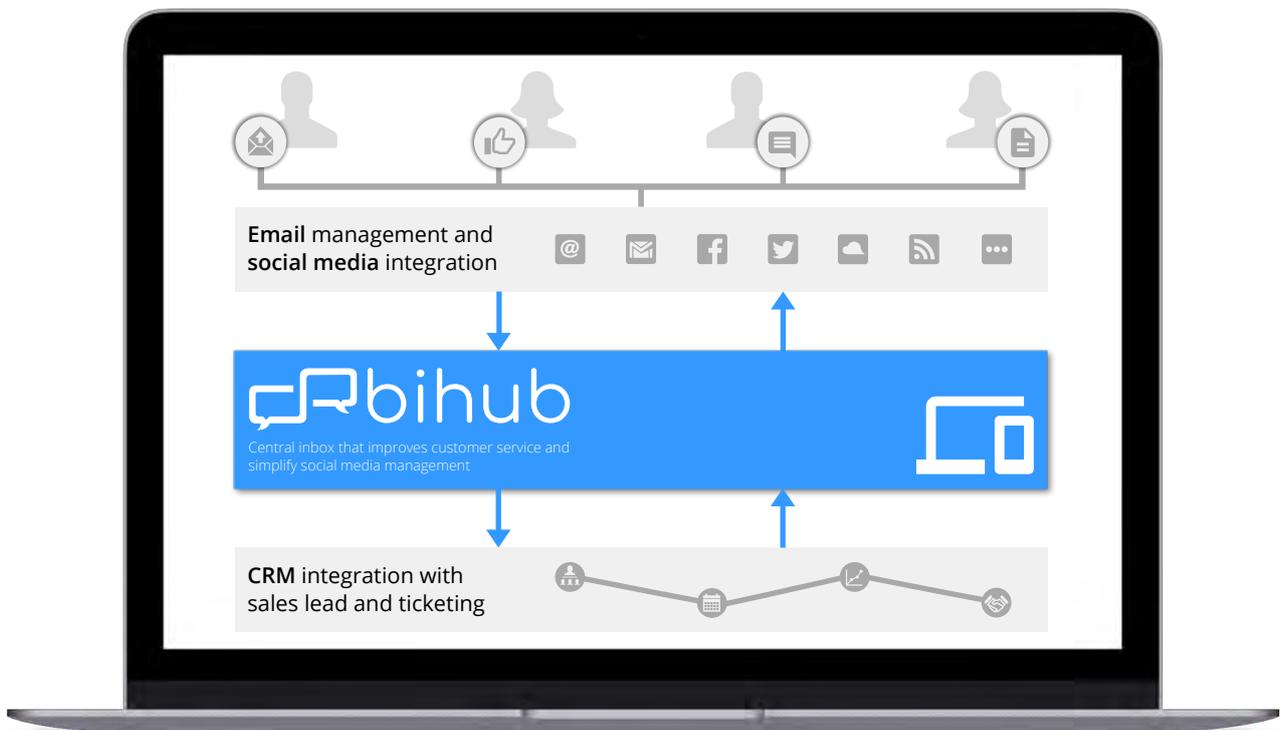

Figure 1: Cross-channel CRM integration with Bihub

Bihub has the following key functionalities:

→ **Central Inbox**. It's a place where all the interactions, comments, likes, private messages, attachments, emails and more, are received in a single place. The interactions can be integrated from Facebook fan pages, Twitter accounts, email addresses and/or other social media channels and applications.

→ **Classify interactions based on tags**. This enables you to respond and follow up effectively sales leads, support requests or complaints, as well as analyze customer behavior.

→ **Schedule and preview content**. You will be able to schedule, preview and publish your content individually or simultaneously for your different accounts on Facebook, Twitter, and/or other social media networks. Bihub also offers you the possibility to create draft content and gives you an option to specify who should review and authorize it before it is published.

→ **Customer conversation**. With Bihub you can have the full customer conversation in one place and assign them to other colleagues or teams.

→ **Link followers and CRM systems**. Bihub gives you the possibility to link social media profiles and email address to their customer IDs in your CRM system. You can build a truly 360 customer views to provide a superior customer experience, follow up and develop sales leads and customer tickets.
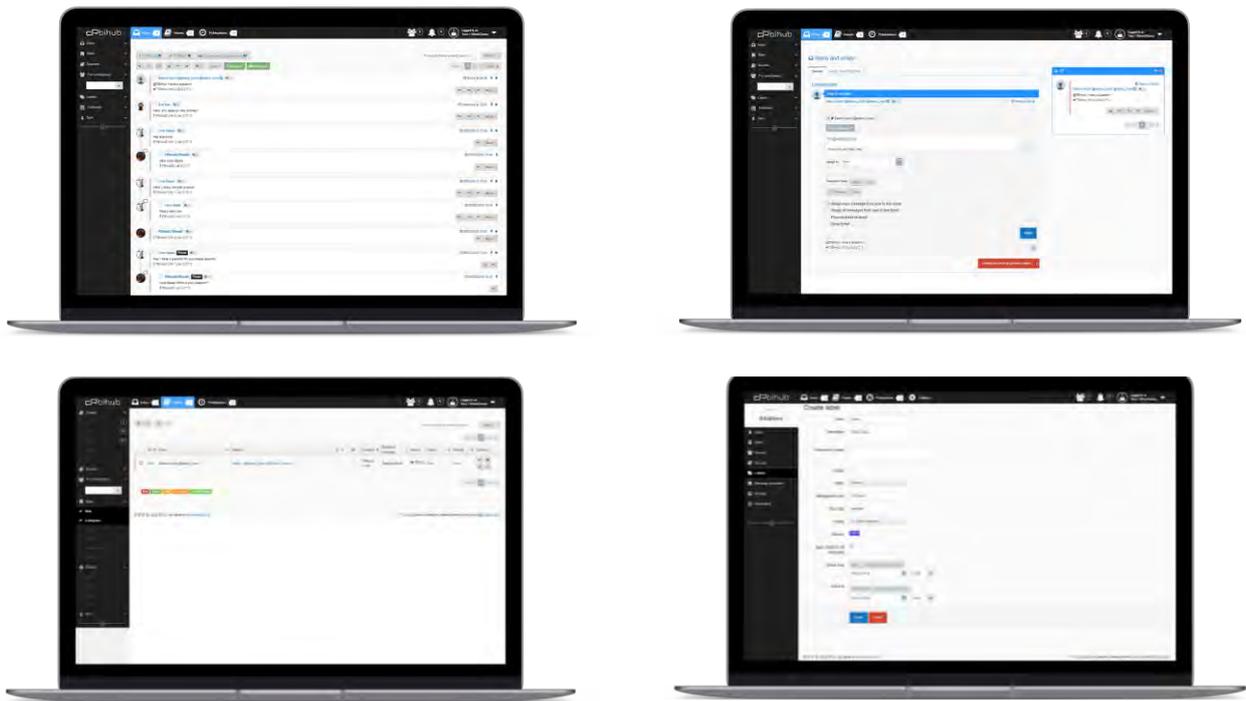
Figure 2: Bihub key functionalities

Conclusion

In a nutshell, Bihub keeps your conversations all in one place by unifying your support. It's imperative that companies invest in systems Like Bihub that help track multi-channel feedback more effectively. Providing quick and easy help no matter what channel your customer chooses with seamless and consistent customer experience, is essential to keeping customers loyal. Moving forward, it will be the only way to effectively improve customer experiences and address any concerns.

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Bintegra is a provider of consulting services and IT solutions for enterprises in the energy, communications and other service industries. Bintegra primarily focuses on business integration solutions based on SOA, which help enterprises to connect their business processes, applications and data in order to increase operational efficiency & IT flexibility, improve customer service and shorten time to market. For more information about Bintegra please visit www.bintegra.com.

Contact:

✉ info@bintegra.com

📞 +386 (0) 2 620 4861 /2

🖨 +386 (0) 2 620 4863

Main office:

📍 Železnikova 4

2000 Maribor

Slovenia

Ljubljana office:

📍 Stegne 23A

1000 Ljubljana

Slovenia