

PERFECTING CUSTOMER SERVICE IN THE SOCIAL AGE

conversocial

When ModSquad, the leading provider of on-demand digital-engagement services, looked to expand its customer-service offerings, it teamed up with Conversocial, an enterprise-class platform that brings social customer service to the next level. With ModSquad's global force of experienced Mods utilizing the Conversocial tool, the result is a best-in-class solution that provides optimal support to the world's leading companies.

KEEPING PACE WITH SUPPORT

As more consumers turn to social media for quick and public-facing resolutions to their questions and concerns, the need for qualified customer support agents to engage with customers in the social space becomes vital. To meet these increased expectations requires trained reps and good tools.

ModSquad is an industry leader in providing outsourced customer-service support teams for today's most popular brands. ModSquad's 10,000 Mods are hand-selected to best complement clients' products, services,

and target audiences. ModSquad has established itself as the go-to provider for companies looking to better manage their social CS requests.

A pioneer in providing customer support for clients in the social support space, ModSquad was on the lookout for a more robust tool to accommodate the expanded role that social media plays in today's customer service. This would allow the Mods to provide the most inclusive CS experience possible.

A COMPLEMENTARY PARTNERSHIP

Conversocial's unique solution integrates social media into a customer service representative's contact center, which helps create an all-encompassing customer experience. By managing social

media as a customer service channel, Conversocial imports messages — posts, tweets, comments, and more — into a unified inbox. The Conversocial platform then interprets those messages and routes them to the appropriate team or individual for quick response. In addition, Conversocial provides analytics about all inbound contacts.

"ModSquad continually sets the standard in providing top-tier customer service," says Julian Johns, Conversocial's Vice President, EMEA. "Now, using the Conversocial platform, the Mods can more efficiently apply intelligent prioritization to tasks, get real-time reporting, and have a single, comprehensive view of the customer. This is a perfectly complementary partnership that truly allows ModSquad's support agents to put the social customer first."



ModSourcing: Outsourcing, Modernized

INTEGRATION WITH MODSQUAD

With ModSquad serving global forward-thinking companies and organizations, it's important to provide a best-in-class customer support solution that can efficiently support the 24/7 needs of our clients, customers, and communities.

ModSquad can rely on the Conversocial tool to provide robust customer data, including a complete history of communications and transactions, and to monitor and optimize each Mod's efficiency. Service delivery is standardized across all agents, with the Conversocial platform helping to deliver historically higher levels of customer service performance. With ModSquad already known for delivering superior and flexible service to its clients through the efforts of its experienced, managed Mods, the decision is a no-brainer.

Offering the premier social customer support tool to the best and brightest agents in the business is a win-win all around — not only for ModSquad and Conversocial, but for our clients and their customers all around the globe.



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ABOUT CONVERSOCIAL

Conversocial is a leading provider of cloud-based customer service solutions that enable businesses to manage social media as a large-scale support channel. Founded in 2010, Conversocial has constantly led the way in the evolution of social customer service.

Conversocial's unique cloud software is used in the Contact Center of hundreds of major retailers, banks, telcos, and other brands to enable them to manage the high volumes of complaints and questions they receive through social networks. It is the leading solution for turning unstructured, chaotic social noise into organized and meaningful dialogue.



ModSquad

ModSquad is a global provider of managed, on-demand digital engagement services. Our experienced professionals engage your customers and communities on a personal level across online, mobile, ecommerce, in-game, application, and social media channels. ModSquad offers expert-level service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects.

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