# Business Challenge

In the modern world a large number of customer complaints and praise originate on social media (Facebook, Twitter, Blogs, chat forums, etc.) outside the direct control of enterprises. How do Enterprises engage with customers in real time on social media platforms to provide effective customer service without driving more calls to their contact center?

# Watson inspired solution to the problem

Watson has the potential to become the IVR for the Digital Universe in customer support. Today we can leverage the Watson Platform to directly engage with end customers on social media. The Social CRM – Watson Twitter BOT pattern - demonstrates how large enterprises can engage with their customers on Twitter, directly answer customer inquiries or triage them to the right agents within the enterprise to address the inquiries. This solution pattern is applicable to multiple industries namely *Telecommunications, Airline, Financial Services and Media companies.* Any industry that has a very high contact volume can leverage the Watson Platform to interact with customers on social media platforms.

# Client discussion points

* Can you respond to inquiries and interactions in a timely manner, 24X7?
* Are you able to drive cost out of the call center and leverage social media platforms effectively?
* Can you create modern day digital experiences without increasing operating costs?

# Qualification Checklist

* Are we engaged with Chief Services Officer or the Chief Digital Officer?
* Does the client have $250K to get started?
* Will the organization adopt Watson using their resources for development or do they need IBM Professional Services?
* What are social media channels that the customer has adopted?
* How many interactions are handled via social platforms and what is the appetite to shift towards open, social channels?

# Elevator pitch

**What is the client buying?**

* A 1-year subscription to Watson Explorer license and Watson Developer Cloud Platform which will enable the client to develop the Social CRM pattern

**How much does it generally cost and timeline?**

* $250K for 1-year subscription & 4 weeks to deploy an initial pilot

**How does the solution get implemented?**

* There are two options:
* Self-Serve: 1-week enablement session for client developers with education on the solution pattern. After which, client IT teams then develop/deploy the solution in a self-serve mode.
* Professional Services: Leverage IBM or a systems integrator to develop

# Video Demo

[Watson Twitter BOT demo](https://ibm.box.com/s/bsq2as1d2aav7mnws4wv5pj5yyspru2s)

# KPI’s impacted

* Net Promoter Score (NPS)
* Increase Contact Deflection
* Consistency of answers across channels

# Target Buyer

* Chief Digital Officer
* Chief Services Officer
* Marketing and CRM Leaders

## Competitive Differentiation

* If clients were to do this on their own they would need to build solutions for different platforms – Twitter, Facebook, WhatsApp, Telegram, etc. Watson is uniquely differentiated such that it can serve as the single bot behind all different social platforms of engagement

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| Social CRM – Watson Twitter BOT |  | Contact – Owen Coelho – occoelho@us.ibm.com |