Sparkcentral Launches Instagram Support in Summer '15 Edition

Enterprise customer care teams can now respond real-time and engage with customers over the picture and video sharing network -- Instagram

San Francisco- June 16, 2015 - Sparkcentral today announced the Summer '15 release of its real-time customer engagement platform. This summer release includes enhanced UI design and workflow to support multimedia and Instagram integration, providing a unified customer service experience for high volume, service-first enterprises.

Instagram Support does more than just centralize social media customer support; the release brings the native feel of Instagram into the contact center. Unlike other solutions on the market that just show sequential customer information, Sparkcentral allows agents to isolate individual conversations and assign them appropriately. The addition of Instagram increases agent efficiency while still providing the speed and personal touch customers expect.

The release also allows customer care agents to view images and videos directly from the Sparkcentral UI. This is a significant time saver in an industry where every second counts. Agents no longer have to exit the application to gain context of the original post. This deviates from other platforms, which may link out to an image or video using a URL, or in some cases no video support at all.

"The Sparkcentral Summer '15 release with *Instagram Support* is yet another step towards becoming the number one unified customer engagement platform," said Sparkcentral CEO Davy Kestens. "Now customer care teams have a holistic unified view of conversations going on across all major social media networks. Agents can respond real-time, engage one-to-one and have in-context conversations with their customers. It is a functionality that truly streamlines the process for exceptional customer service and enables our customers to set themselves apart from the competition."

About Sparkcentral
In an era of empowered, hyperconnected customers, Sparkcentral is the only customer engagement platform for enterprises that unifies social, mobile, cloud and contextual data to proactively deliver personalized and engaging customer experiences.
Customer service teams use our software to efficiently handle large amounts of customer interactions in a fast and structured manner. Sparkcentral's impressive client roster includes brands such as Delta Air Lines, Netflix, Dropbox, Uber, Sears and T-Mobile. For more information, visit www.sparkcentral.com.

Media Contact
Shawn Szurley
shawn@sparkcentral.com
(866) 559-6229 x706