

# RESPOND 6.2

Introducing Social Engagement

## DATA SHEET

Version 6.2 is the latest release of Respond, the market leading case and complaints management solution from Aptean. With a 26 year history, Respond has always moved with the times and kept users right up to date with the latest technology, as well as changes in their respective industries. The Respond team have been keeping an ear to the ground and have been working on a new string for Respond's bow in this new release, one which 2.34 billion people are using globally\*: Social Media.

## RESPOND 6.2's NEW SOCIAL ENGAGEMENT PLATFORM

If your firm is already using social media, you will know the sheer amount of information that is out there. Among that information could be complaints, enquiries or praise from your customers on social media, some of which you weren't even aware of. Those customers who complain are giving you the chance to resolve an issue in a public forum and showcase your excellent customer service. Those who are complimenting your company are brand advocates that need to be nurtured and encouraged.

But as there is so much out there, you will also know that finding and responding to social media feedback can be a challenge. Firms often have two separate teams for dealing with social media and customer experience, and it can be difficult to get the right message across between them.

With Respond's social engagement platform, your customer service team can have direct access to your company's Twitter and Facebook channels to respond to, resolve and escalate inbound complaints, compliments or feedback. They can even create cases within Respond directly from a conversation if needed. The social engagement platform links up two traditionally separate teams by allowing social and formal case management to happen under one roof.

\*Source: eMarketer <https://www.emarketer.com/Article/Nearly-One-Third-of-World-Will-Use-Social-Networks-Regularly-This-Year/1014157>

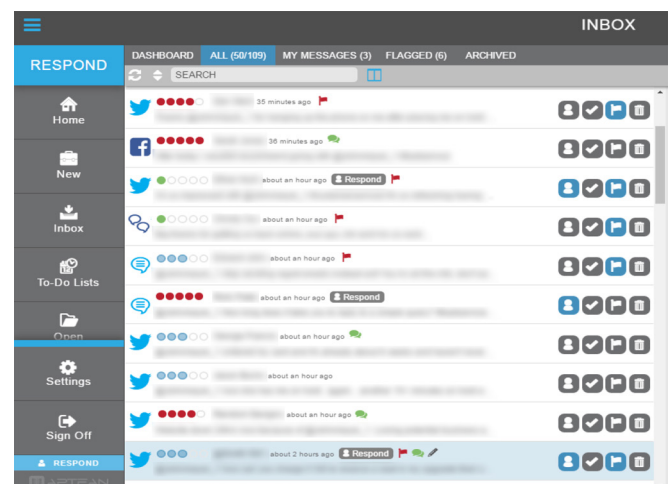
Respond has also partnered with specialists in sentiment analysis TheySay who prioritise how negative or positive the communication is.

Find out more below about how Respond 6.2 can help you link up your channels and become a social media master.

## UNIVERSAL INBOX

With Respond's new social engagement platform, you will be able to monitor all mentions, posts and messages you receive through Twitter and Facebook.

You are also able to set up searches to monitor key words and phrases, for example your company name or its abbreviation, or to keep an eye on a certain product or service. Everything is then visible in one, single source: the Universal Inbox.



All users who have access to this shared Inbox will be able to see each Tweet, post or message from your company accounts and searches. Colour indicators will show how negative or positive each communication is.



Green dots mean a message has a positive sentiment



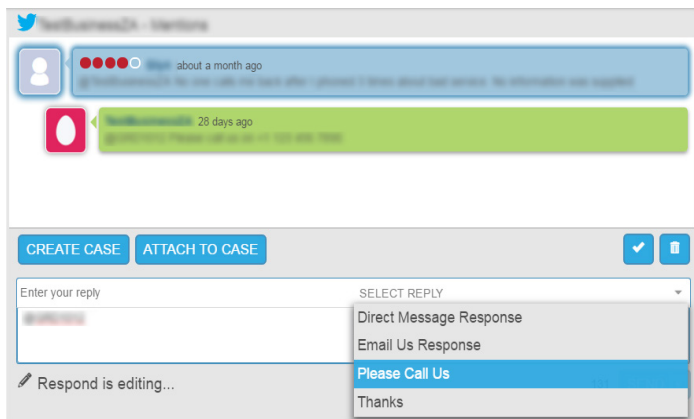
3 blue dots represent a neutral comment



Red dots flag up a negative message

Messages will be automatically prioritised by sentiment, with the negative messages appearing at the top of the inbox so they can be defused before they go viral.

Users can respond to a message directly from within Respond by selecting it and the message will be locked by that user for editing, preventing multiple responses. Responses can be free text, or you can configure templated responses which a user can select from a drop down menu for more straightforward replies, or even directing the customer to take their grievance to a different channel like phone or email to quickly defuse a potentially toxic situation.

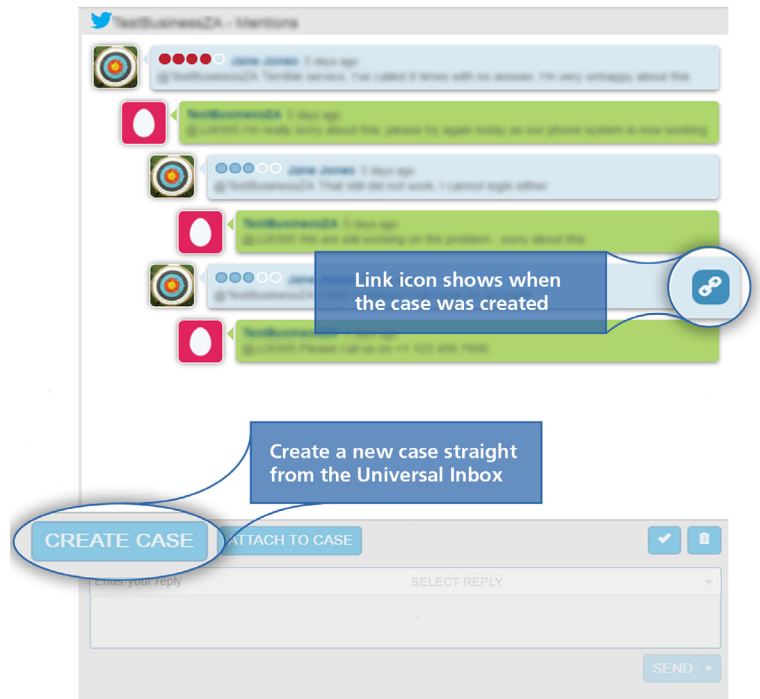


There are also other actions a user can take from the Universal Inbox such as archiving messages by marking them as not relevant, assigning a message to yourself, or flagging a message to make everyone with access to the Inbox aware that it may need direct attention.

## CREATING A RESPOND CASE STRAIGHT FROM SOCIAL MEDIA

With the traditional separation of social media and customer service teams, information can sometimes be lost in translation as messages are passed between the two. If a complaint comes in over social media, does the team monitoring that channel recognise the point at which it needs escalating? Do they have a more efficient way of handing that complaint over apart from a screenshot of the conversation attached to an email?

Respond 6.2 makes it easy to create a new Respond case, or add to an already open one, straight from the Universal Inbox, ensuring no details are lost through copying and pasting messages or human error. The customer service or complaints teams no longer need to wait for an email to arrive before they can get to work, and will not have to resort to hunting through their traditional inboxes to find key information which may have been buried or even left unread.



Simply selecting a message from the conversation window and clicking the Create Case button will automatically take you straight to Respond's case capture wizard, so neither you or your customers will be reliant on another team to react before taking the complaint to the next level. A link icon will appear next to the message the case was opened from, leaving a clear audit trail as to exactly when this conversation was escalated. Clicking the

Attach to Case button will add the conversation as an artefact to an existing Respond case, and it will also appear in the Case Timeline view to give a complete overview of every interaction.

## MORE SOCIAL ENGAGEMENT FEATURES

- **Fully Searchable:** Filter and search in the Universal Inbox to find exactly what you are looking for; especially useful for finding, reassigning and continuing any conversations currently assigned to a colleague who may be unexpectedly out of the office.
- **Dashboard:** An interactive dashboard shows you just how many positive and negative interactions have been received, as well as which platform they came from and the time span they arrived over, giving you insight into any emerging trends.
- **Tablet Compatibility:** Respond 6.2 and the Universal Inbox are available on tablet, making your front line even more reactive.

## WHAT ELSE IS NEW IN RESPOND 6.2?

We haven't forgotten about improving those parts of Respond you're more familiar with. In Respond 6.2, you can also find:

- Customer reported bug fixes, details of which can be found on the [Aptean Support Portal](#)
- Flexible new system fields to determine the source and origin of a case
- Automatically populated social media fields
- New case process workflow items

To find out how you can take advantage of the latest Respond improvements and join together your social media journey, please contact your Account Manager today, email us at [respond@aptean.com](mailto:respond@aptean.com) or visit [www.apteanrespond.com](http://www.apteanrespond.com).

Respond 6.2 will be available for download from the [Aptean Support Portal](#).



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