InTTENSITY
Respond Product for Government

Putting Government in Touch with its Citizens Through Social Media
Multi-channel Solution for the Federal Contact Center

The explosion in social networking and online communications channels is changing the way citizens interact with Governments – Federal, State, and Local. In a world where more than 400 million Tweets and thousands of Facebook posts, forums, blogs, and other social media communications are generated in a single day, how can you keep up? How can you weed through a multitude of conversations to find cries for help, potential legal situations, citizen needs, constituent complaints, and suggestions? How can you use Twitter and Facebook as a means to respond to citizens queries for service? How can you ensure that your social media team has access to the latest policies, knowledge bases and procedures? And how can you deliver a seamless experience as citizen move from one channel to another in the course of solving a single constituent issue?

InTTENSITY Respond
is a comprehensive application designed for the next-generation multi-channel Government Citizen contact center. Using InTTENSITY's advanced text analytics technology, InTTENSITY's Respond "reads" all incoming emails, contact form submissions, comments in citizen forums, letters, sms messages, tweets and other types of citizen communications, and automatically classifies and routes constituent conversations across multiple channels. In addition, InTTENSITY Respond gives agents the tools they need to proactively engage customers and deliver service via the channel of their choice.

Familiar Social Media and
Contact Center User Interfaces
InTTENSITY Respond's Social Media user interface is the first and only social media response solution truly designed for the enterprise, enabling your team to more effectively listen and respond to constituent conversations in social media in an easy-to-use "stack" interface based on popular social media engagement systems and designed specifically for social media teams. For more sophisticated users, InTTENSITY's Contact Center UI provides a rich set of advanced features in an email-style interface, allowing for complex operations in a familiar environment.

Bringing Social Media into the
Government Contact Center for Citizen Customers
Working in conjunction with InTTENSITY Analyze, InTTENSITY's industry leading text analytics solution, InTTENSITY Respond scans the full social web, seeking out cries for help, issue reports, compliments, complaints and other actionable issues in social media. InTTENSITY Respond then categorizes these conversations and routes them for response to the appropriate person or team, and lets you track social communications within the application or within your existing CRM system.

Using InTTENSITY Respond, organizations can:
- Seamlessly blend social media engagement with other constituent engagement channels such as email, SMS messages, chat, and phone calls
- Enable contact center social media responders to transfer conversations "offline" into emails or SMS messages
- Track cross-channel messages across a single interaction ticket and over time on the citizen's record
- Filter social, email or other messages by channel, or route a blended queue with specific topics or products
- Engage customers according to your organization's approved business processes
- Use pre-approved templates to help agents engage with citizens in social media
- Automatically determine routing and prioritization through integration with Facebook, Twitter and various influencer metrics such as the Klout score

Full Ticketing Capabilities and Blended Queues

InTTENSITY Respond provides a full ticketing system, allowing a single issue to be tracked across different channels. This provides a blended queue and response capability that enables you to start a response in channels such as social media or sms, and then follow-up using email or other channels, seamlessly tracking interactions across channels. For example, a conversation might start in Twitter, move to a DM exchange, then move to email for more detailed information, and finally be resolved publically in Twitter. Throughout the process, the communication stream is tracked as a single ticket, offering needed transparency about Ticket status, and processing time. This allows you to track, manage and control business processes by retaining all customer interaction related history in one location. Respond can also leverage and interact with your existing ticketing and CRM system of record.

Custom Workflows Adapt to Your Processes

Are you organized by channel? By issue type? By Agency? InTTENSITY Respond's powerful graphical workflow design engine makes it easy for you to route messages to the right groups and queues based on a variety of criteria, including influence, VIP status, product type, issue category, and more. You can also easily add custom processes such as an automatic CRM lookup or automatically issuing a survey at the end of specific transactions. Workflows can also be used to better operationalize Jive, Lithium, and other community management functions.

Intelligent Search and Knowledge Base

Our intelligent knowledge base can automatically deliver reply suggestions, resulting in dramatically lower response times, less time searching for answers, and more standardized responses, regardless of call agent experience. All responses can be tailored and reviewed by an call agent or supervisor before they are sent.

Contact Center Reporting and Analytics

By combining InTTENSITY Analyze with InTTENSITY Respond, you can leverage the wealth of unstructured insights contained in multi-channel customer communications to enhance your business processes. InTTENSITY Analyze "reads" through the content in customer messages and automatically extracts the sentiment, issues, root causes and other key information contained within that text. It then delivers actionable insights that allow you to take the appropriate actions when interacting with customers.

InTTENSITY can also design a custom suite of reports that help your contact center managers report on interaction metrics as well as correlate issue types with response time, sentiment with satisfaction scores, and other metrics. Through this early and deep understanding of emerging customer issues and trends, you can further optimize call center activities by reducing inbound and repeat calls.

Optional Social Media Compliance Module

InTTENSITY Respond includes an optional Compliance module that lets organizations manage outgoing social media posts to customers and ensure they comply with corporate policies. For example, the Compliance module to check outgoing messages for adherence to policy, flag and route messages for approval, and automatically follow and check links, and automatically append links to disclaimers. For complete details, see the InTTENSITY Respond Compliance module datasheet.

InTTENSITY Respond Key Benefits

- Automate up to 90% of the handling of all incoming email and other communications with industry-leading accuracy, significantly reducing operational costs

- Intelligent message routing and handling delivers dramatically lower response times and more standardized responses, regardless of agent experience

- Gain increased control and visibility into customer communication processes, analyze and enhance contact center performance via dashboards and reporting tools

- Track, manage and control business processes by retaining all customer interaction-related history to stay compliant with both company rules and external regulations such as FINRA, Sarbanes-Oxley or HIPPA

- Support multiple departments/business units through a multi-tenancy architecture. Integrates with leading CRM systems such as SAP, Oracle-Siebel, salesforce.com, Kana, eGain, and Microsoft CRM