V-Person Social Media™

Merge the interactive power of social media and chatbot technology to improve customer retention and reduce support costs
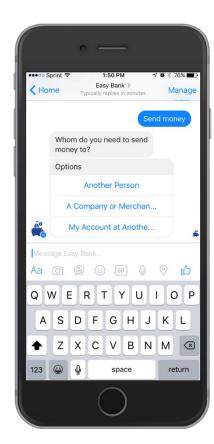
Facebook, Twitter, WeChat, WhatsApp – these and other social platforms have changed not only our personal communications but also the way consumers want to engage with brands. With V-Person Social Media from Creative Virtual, organisations can take advantage of this opportunity to improve engagement by offering 24/7 conversational self-service to these digitally savvy customers. A V-Person virtual agent understands questions asked in natural language and instantly provides users with the information they seek. By providing customers an easy and convenient way to self-serve, organisations are seeing average call deflection rates of 20-30% and reductions of up to 80% in live chat sessions.

V-Person Social Media can be deployed on any social media channel including Facebook, Twitter, blogs and community forms, as well as messaging platforms such as Facebook Messenger and WeChat, to make your company available 24/7 with the most up-to-date information. V-Person technology supports any language, and can recognise and respond to the abbreviations, acronyms and emoji symbols that have become commonplace on social platforms. The solution is designed to be complementary to the systems and processes already in place, and to be easily integrated with customer account information and other backend systems along with additional support options like live chat and call back so you can deliver a seamless, personalised omnichannel experience.

V-Person Social Media is backed by V-Portal™, Creative Virtual's intelligent knowledge management, workflow management and business intelligence reporting platform, which provides tightly integrated editing, testing, workflow and reporting functionality. This allows organisations to use the same knowledgebase for chatbots on social platforms as other self-service channels to ensure customers are receiving consistent information no matter how they engage with content. It also provides options to customise responses by channel and easily update content across all customer support channels in one place. The real-time, actionable reporting available in V-Portal combines Voice of the Customer feedback with predictive analytics to give unique insights into customer behaviour and trends.

Creative Virtual's V-Person technology utilises a hybrid approach of human curation of content and self-learning to adapt in a very predictable way. This powerful combination allows the virtual agent or chatbot to continually improve based on how users are engaging with the system while also enabling organisations to maintain control over the reliability of the responses. The result is a predictable, consistent and reliable customer self-service option that continuously learns and improves.

Options are available for your solution to be hosted on-premise or in the cloud. Regardless of whether you opt for a fully managed service from Creative Virtual or one of our partners, to manage the system in-house, or for a combination of these, you will always benefit from the on-going support and expertise of the experienced Creative Virtual team.

Why Creative Virtual?

Creative Virtual is a world leader in cutting-edge solutions that enable anywhere, anytime engagement between brands and their customers and employees. Leading global organisations rely on our award-winning V-Person technology to improve their support experience, increase sales, reduce costs and build brand loyalty.

Backed by an experienced, expert team as well as an extensive partner network, our innovative virtual agent, knowledge management and business intelligence platform empowers organisations to provide consistent, accurate, personalised and seamless omnichannel engagement.

To learn more about how our Smart Help technology can improve the success of your support strategy, visit our website www.creativevirtual.com or email us info@creativevirtual.com.

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The science of conversation™