

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle

CiboodleCrowd

a.k.a. community forums, discussion boards, social networking, customer community

Engage. Collaborate. Connect.

The star of our customer engagement continuum that creates a truly customer-centric experience, Ciboodle Crowd weaves together the strongest aspects of online communities. By providing a forum for everyone to join forces, Ciboodle Crowd improves the customer service experience and enriches your organisation's overall service offering. Customers can interact with each other to share experiences and viewpoints, and service agents can contribute or add insight to the process. Only Ciboodle Crowd enables a seamless connection of the community to your business, resulting in superior customer experience at the lowest possible cost. This experience acts as the cornerstone to creating brand loyalty.

Ciboodle Crowd empowers customers by allowing them to become part of the service experience, offering an innovative set of tools to interact, collaborate and network. These tools allow customers and agents to connect, discuss and contribute in an online medium, where they feel valued and at ease. By breaking down the barriers inherent to traditional service offerings, Ciboodle Crowd creates peer-to-peer relationships with much greater respect and trust.

Ciboodle Crowd gathers feedback, encourages discussion, and increases brand loyalty. In turn, Ciboodle Crowd allows organisations to offer a better overall customer experience by improving products and services while collecting and employing community knowledge. External conversations from third-party social networks can be pushed to Ciboodle Crowd to provide a branded experience, fostering deeper loyalty and turning valuable feedback into actionable insight.

Community for the Enterprise

Ciboodle Crowd is inherently integrated to Sword Ciboodle's award-winning customer interaction software, ensuring a streamlined experience for both customers and agents. All of the same, rich customer and contact history is on-hand throughout any interaction, regardless of channel. Uniquely, this information can be leveraged in community interactions via Ciboodle One, our intelligent desktop.

Ciboodle Crowd inherits the same proven scalability, security and manageability of Ciboodle Platform, so it's ready and equipped for enterprise deployment. By joining the organisation and customers together in a single community, it becomes more than just a forum. It is a cultural shift that re-centres an organisation around the customer.



Crowd Benefits

- **Generate customer engagement** to provide invaluable real-time input
- **Mine community knowledge** for product insight and innovation
- **Collect feedback** and route for resolution within the community or contact centre
- **Deflect agent contact** and increase zero-contact resolution by taking advantage of crowd sourcing
- **Determine and act** upon the overall community sentiment
- **Leverage community knowledge** and promote deeper brand loyalty
- **Improve overall customer experience** with added community support
- **Build integrity** and collaboration
- **Create excitement** around sales and marketing campaigns



“90% of consumers trust peer recommendations”

2009 Nielsen Global Online Consumer Survey

Forums are an intuitive and easy way for customers to participate in a community. Customers can learn more about products or services, share tips, gather feedback, and discuss opinions.

Questions are a type of Forum in the format of moderated conversations, questions, and answers. Customers can discuss and rate answers for the best response. This provides customer insight while deflecting contact centre inquiries. Uniquely, an unanswered question can be pushed into the contact centre for resolution.

Blogs enhance the overall community experience by providing a way for expert users and organisational champions to share their knowledge with new customers, prospects and partners.

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The screenshot shows a contact centre agent's view of a user's profile in the SwordCiboodle system. The interface includes a navigation menu on the left with options like 'Frequent Tasks', 'Identify Customer', and 'Relevant Items'. The main content area displays the user's 'Personal Details' (Full Name: Mr Peter James Thorne Sr., D.O.B: 04/01/1971, Gender: Male, Telephone No: +1 312 447 5600) and 'Community Activity' table.

Date	Source	Contributions	Subject	Message Summary
11/05/2010	Facebook	48	Surveys	What period of time does health and safety...
11/02/2010	Twitter	55	Insurance	How can I change my insurance details onli...
11/01/2010	Blogger	100	Protection Cover	Can I change my protection cover before my...
10/29/2010	Facebook	05	Investments	What is the transfer period for my ISA...
10/26/2010	Questions	15	Membership	How can I apply to change my membership...
10/15/2010	Forums	30	Product Releases	When is the new handset being released for...

Community Statistics: Community Rating: ★★★★★, Last Active: Today, 11:42 AM, Followers: 350, Contributions: 200, Best Answer: 50, Inappropriate Flags: 02.

Contact Centre agent's view of Ciboodle Crowd



Ciboodle Crowd Features

- Rate content to quickly and easily provide feedback
- Reputation engine tracks customer participation and expertise
- Moderation scans for profanity and managing disruptive users
- Robust reporting for measuring community interaction data
- Assign tags to label, organise, and describe content
- Subscribe to threads, blogs, RSS feeds, forums or posts and get notified via email of changes or updates
- Categories allow users to group similar types of content
- Search across places, people and content
- Sort by category, tags or rating
- Personalisation can occur at the user or community level
- Content can be designated as public or private
- Comments can be posted by users to provide instant user feedback.



For more information please contact:

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