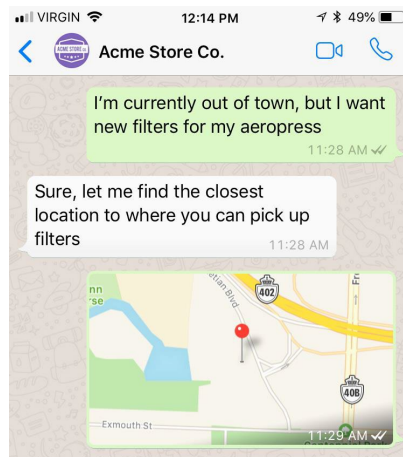


INTEGRATING SOCIAL MEDIA MESSAGING INTO YOUR CX

Engage your customers on the social media messaging platforms that they love

Key Benefits

- Increase customer satisfaction by engaging customers on their preferred social media messaging platform
- Empower your customer success team to satisfy complex customer demand
- Rich content like pictures and location says more than words
- Natively available in agent WEB client
- Routing of social messaging blended in an omnichannel strategy



Mitel's Social Media Messaging integration empowers your business to deliver better customer experiences

Make social media messaging a key part of your overall omnichannel customer experience strategy

Today, with over 20% of communications being held on social media messaging apps, it's no surprise that social media messaging is the fastest growing customer service channel.

That is why social media messaging is an essential part of Mitel's all-in-one omnichannel customer experience platform. By integrating channels like WhatsApp, Facebook Messenger and Twitter Direct Messages (DM) into your omnichannel customer interaction strategy you'll take advantage of a single agent experience, unified workflow routing and reporting, and a single administrative interface to run it all.



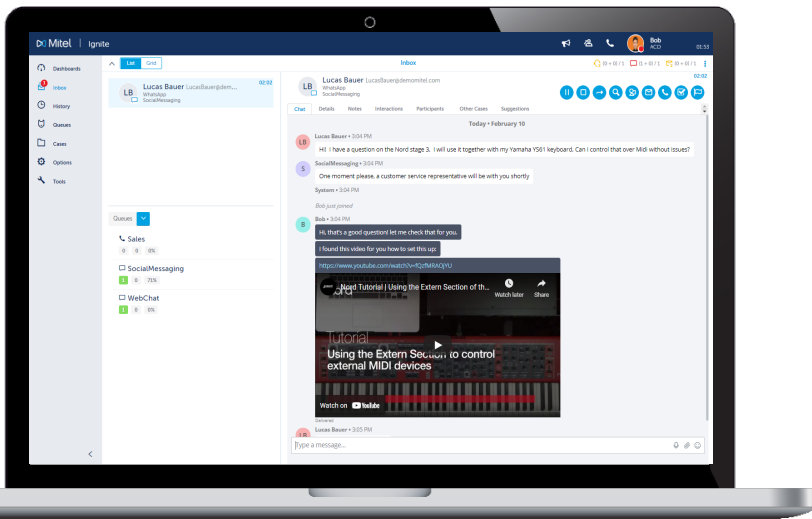
1



Key Features

- Engage customers on leading messaging channels including WhatsApp, Facebook Messenger and Twitter DM out of the box (others on demand)
- Choice – give customers the freedom to contact you from their desktop, laptop, tablet or smartphone
- Multimedia – share images, pictures, documents and links between customers and agents
- Speed – agents can quickly insert templated replies into their customer messages
- Growing list of supported messaging platforms like WhatsApp, Facebook Messenger, Twitter DM and more
- Omnichannel CX – handle live chat along with phone calls, emails, chatbots, SMS, and social media from a single platform

2



1

Customer Experience

Engage customers on their preferred social channels & devices

2

Agent Experience

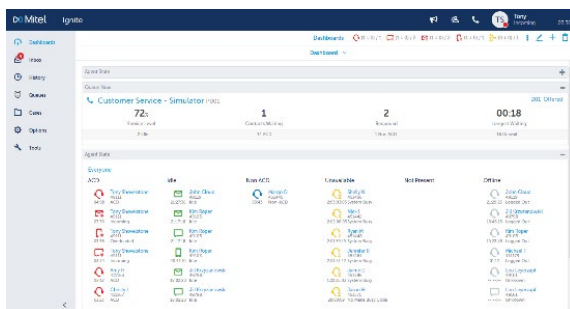
Handle Facebook Messenger, WhatsApp messages and Twitter DM via the omnichannel agent desktop

3

Management

Manage agent performance and contact center operations across all channels, including social media

3



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