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# Social Media

## **Superior Customer Experience Management**

Global Social Media Hub offering  
customer service in 12+ languages on  
10+ social platforms



Today's customers are driven by choice, reviews and convenience. But choice can quickly turn into a challenge for the companies who are trying to stand out in a connected and chaotic digital landscape. To truly create differentiated experiences and to engage their customers, consumer brands need to seamlessly integrate and personalize interactions across channels. A strong social media customer experience management can lead to increased acquisition, conversion and retention of customers. Realizing the social journey, an effective content strategy and end-to-end communications will enable a digital ecosystem that will help thrive and further enhance the revenue potential for the companies.

IGT Solutions Social Media Services include multi-channel management of the customer social journey from custom engagement strategies to content management, customer support to analytics, and crisis communications to AI-enabled solutions like chatbots.

“IGT's Social Media Services clubbed with digital contact centre solutions characterize the future of personalization and connected journey with the right blend of AI, analytics and agents – for times of crisis and calm.”

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**15% increase**

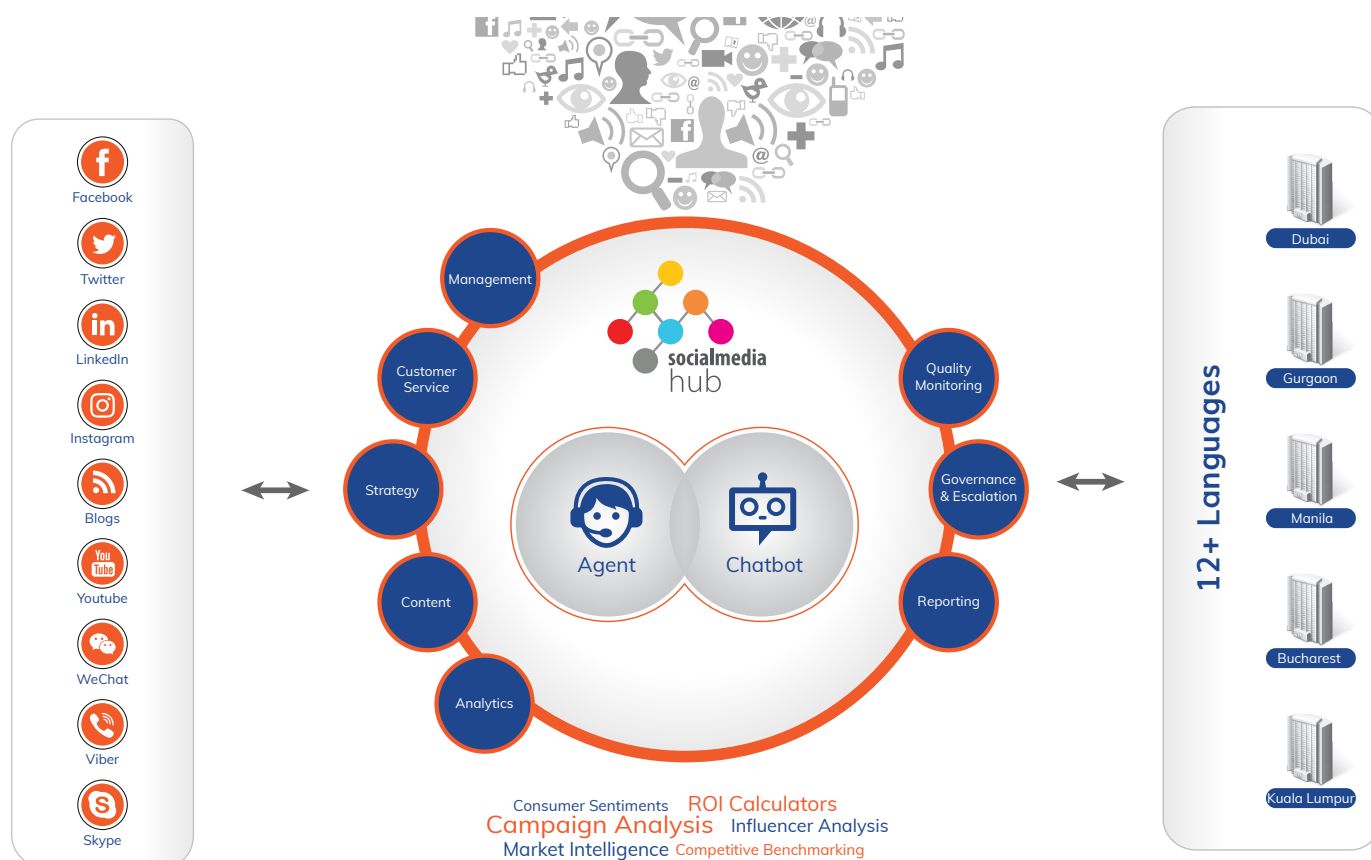
in the churn rate for existing customers of companies that fail to respond via social channels

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# Social Media Managed Services

New Order Bookings | Re-booking & Services | Customer Info and Support | Complaint Management  
 Online Reputation Management (ORM) | IROPS Support and Baggage Tracing



## Highlights

Intelligence-driven AI chatbot for personalized service and engagement

350+ social media representatives across Dubai, Manila, Bucharest, Kuala Lumpur, Bogota, and Gurgaon

Managing 4.5 million+ interactions from over 500K cases, with an average SLA of 30 minutes annually

Multi-lingual services across 10+ Social Media and Chat platforms

500% increase in social media engagement for a leading airline over 3 years

## Why IGT Solutions

- Committed to simplify complex customer interactions while delivering a seamless experience, IGT provides integrated BPM, Technology and Digital Services & Solutions for clients across industries for over 20 years.
- In-house team of Talent Acquisition Specialist who understand domain requirements
- Effective management of fluctuating skill needs, skills gaps and changing staffing needs through tools like iShare & Taleo
- Global coverage with over 30 locations spanning North America, Europe, IMEA and APAC



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