



How can
CONCENTRIX
help with my
social strategy?

**SOCIAL MEDIA CENTER
OF EXCELLENCE**

POWERED BY

 **CONCENTRIX™**

Why Social?

In any conversation, content is critical. Your customers are talking about your brand every day on their favorite social media channels. Whether it's positive or negative, social channels empower current and prospective customers to share information about their experiences with your brand and make buying decisions about your products. In order to capitalize on the challenges and opportunities these conversations represent, successful businesses must track, manage and analyze social interactions across hundreds of platforms, media and devices.

For many companies, this feels like an overwhelming task. These are the companies that turn to the CONCENTRIX™ Social Media team to provide a center of excellence in delivering a leading social media strategy and execution they need. Our Social Media team will ensure you have your finger on the pulse of the global conversations taking place about your organization and competitor organizations.





Concentrix first started using social media in 2007 at the suggestion of one of our employees. At that stage, we didn't know where Concentrix was going to end up with social media, but that was the start of our journey. **The key focus**

that we have had is to make sure that we have got a social media culture and social media passion within our business. I believe that we have achieved this with the people in our business and have done a lot of great things with our clients. We are on the cutting edge of social media in the contact center industry.

We have developed a number of different products along the years, some have worked for us and some haven't, but really social media is about working with our clients to understand what their need is. From that, we have developed the five products which you'll find in this brochure. We believe that we are a leader in this space. **Gartner in 2011 gave us "Cool Vendor" status for a lot of the work that we are doing in social media.**

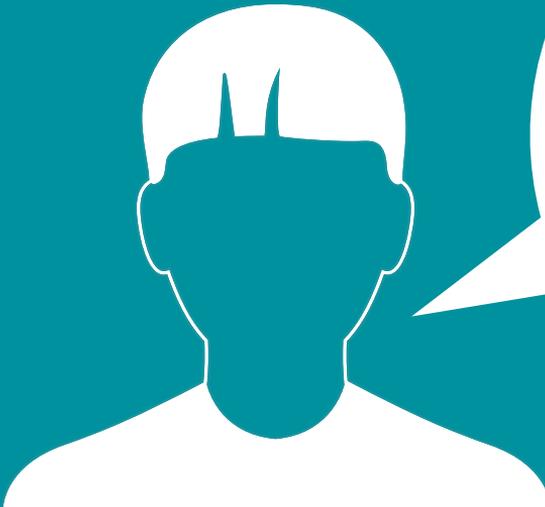
To me that was because we had been early adopters on social media, and we have built that culture and passion into our company.

We have been in social media for quite a while and believe that **we have the right people, with the right passion to deliver what you need.**



Philip Cassidy, Senior Vice President





How can
social media
make money
for our
business?

Social **LeadEngine**

Lead generation. If you're not using social media to generate sales leads, you're leaving revenue on the table. The Social LeadEngine team helps you identify valuable conversations, converts them into sales leads, nurtures them and can even close the sale on behalf of your sales organization.



Concentrix is a truly customer focused social media sales partner. If our data showed high program performance in one area we drove it harder, invested more. If our data revealed a low yield rate, the team at Concentrix analyzed the results to learn more, adjust and deliver the lead pipeline we require.



Social Media Manager, Global B2B Technology Solutions Provider

How can we give customer support using social media to **complement** our traditional channels?



Social **CustomerCare**

Omni-channel customer services. Your customers want choices in the ways that they can get in touch with you. For more customers, social channels are becoming the most convenient and comfortable channel for engagement. Our Social CustomerCare team provides expert technical support and customer care through any social media platform including Facebook, LinkedIn, Twitter, YouTube, Pinterest, online forums, etc.



Over the past few years, we have worked with Concentrix and noticed a change in how our customers interact with us. They are now spending more time talking about us and engaging with us on social channels. Concentrix has really helped us create a robust customer service via our social channels, whilst still using our existing methods of communicating with our customers.



Leading Retailer

How can I use
social data
to make better
business
decisions?



Social **Evaluate**

Holistic analytics. Social media provides more data about the market than many businesses have the ability to measure and analyze. If you're not measuring, interpreting and truly understanding the data, you're not optimizing your opportunities. Our Social Evaluate team not only tracks the data for you, but just as importantly, provides you with a holistic view of what is happening, why it's happening and decision making power to capitalize on opportunities as they arise.



The provision of the Concentrix social media reporting has helped to provide invaluable information around our programming and viewer reactions.



Leading Television Broadcaster

How can I keep track of my company reputation and avoid a potential **crisis**?



Social **RealTime**

24 hour monitoring and alerts. The Social RealTime team ensures you are the first to know about opportunities and potential challenges in the market. By monitoring all of the mentions of your brand, your products and your competitors, we'll help you recognize when and how to join the conversation. The Social RealTime team will help you gain competitive advantage and maintain and protect your reputation online.



Concentrix delivering social media monitoring support throughout our event allowed us to identify influencers, engage with our following, provide proactive posts to our audience and enhance the experience for our partners who joined us at our conference.



Senior Director, Marketing, Global B2B Distribution Corporation



How can we build a social presence that has both **purpose** and **impact**?

Social **Engage&Reach**

Build a social presence that delivers. The key to building brand awareness and equity in social communities is giving people ongoing reasons to actively follow and engage with you. It's not selling, it's sharing. The Social Engage&Reach team works closely with you to create an engaging content strategy, to execute that strategy and to continually adapt it to keep your followers coming back for more.



We have been working with Concentrix to engage with our Twitter followers for some time now, and we've had some excellent feedback from customers on a proactive Twitter campaign. Our Twitter reach has definitely benefitted from Concentrix's support in this area.



Broadcasting Corporation



www.concentrix.com

ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNnex Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across five continents. Our 100,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.