

facebook

Email

Password

D A M O V O

Fast authentication via social media at mail order companies

Sign Up for Facebook



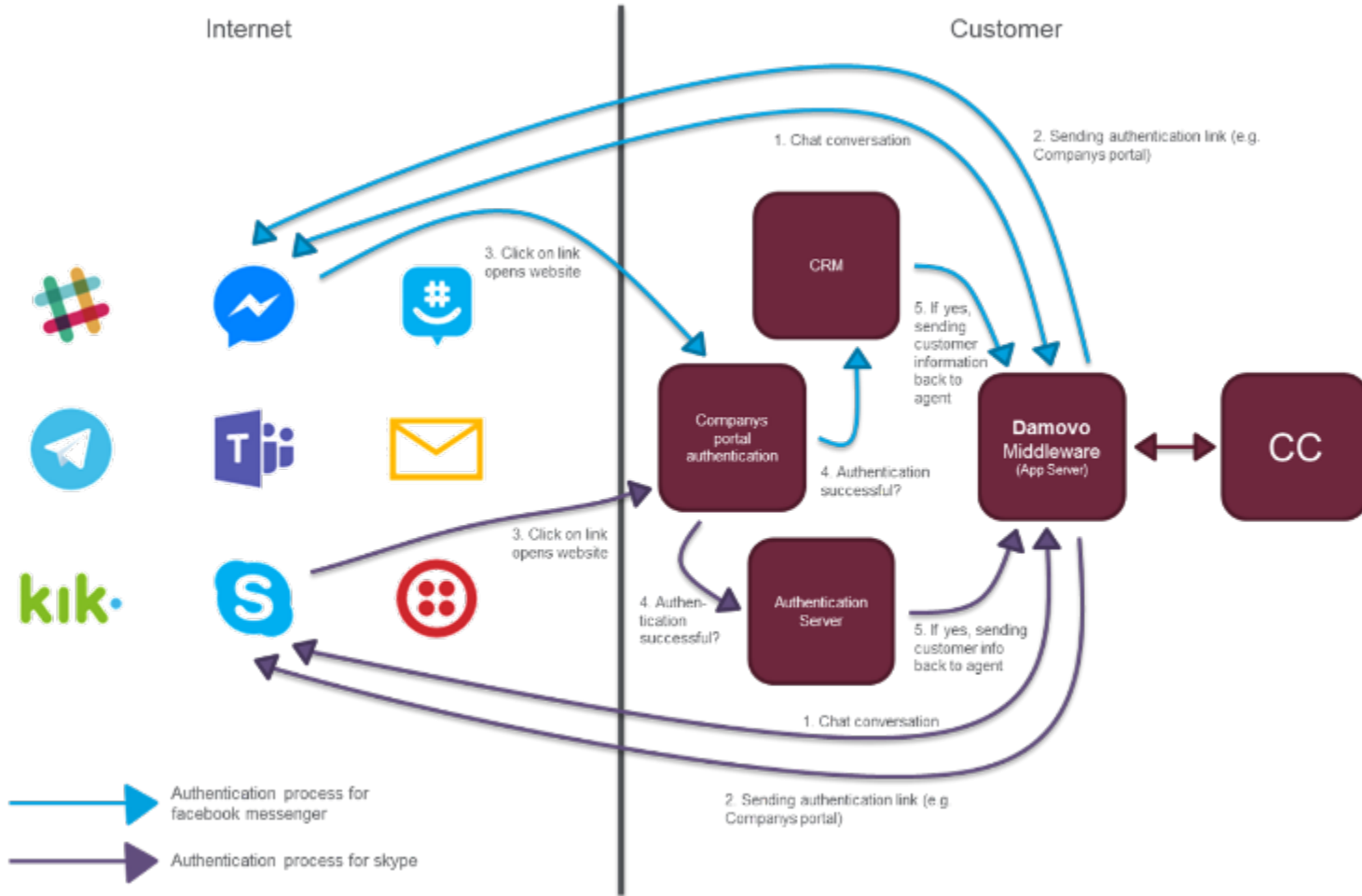
## Change Driver

A mail order business offers customers various traditional communication channels including telephone, fax, email, or web portal. They also now give customers the opportunity to contact them via social media networks.

In the event of complaints or inquiries from customers about certain orders, the employee requires personal data, e. g. customer contact details, customer number, date of birth or home address.

In order to prevent this data from having to be exchanged with the company via a social media channel, employees have to ask customers to change media channels - often in the middle of an interaction, which has unfortunately often led to customer dissatisfaction.





## Damovo Approach

Through middleware, the mail order business is now able to maintain communication over the social network without having to exchange personal data.

The middleware built by Damovo sends an authentication link into the chat with the customer, which leads him straight to the company portal, which already holds his personal account details.

After successful authentication of the customer, a CRM query sends the agent all the necessary data about the customer in their chat window and the processing of the enquiry can be continued within the social media channel - without changing platform.



## Customer Value

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### This is how the **customers** benefit

Customers benefit from the high level of data protection– because there is no longer a requirement to exchange personal details over the social media platform.

Customers are also more satisfied because they do not have to switch communication channels half way through the interaction

The customer can now contact the company via their preferred channel – be it phone, email or via social media to communicate his concerns.

### This is how the **employees** benefit

This authentication process is important to verify the identity of the customer who has initiated the social media chat.

Since the query process is fully automated, the employee simply has to send the authentication link to the customer via chat and automatically receives all of the necessary customer data in order to deal with the query.

