Customer Response Management - CRM

vCX – The Social CRM by Versalence is designed to revolutionize customer communication and engagement by integrating multiple channels into a **single omnichannel interface**. It brings together messaging platforms and social media channels, offering businesses a seamless and unified way to interact with their customers.

- Conversations
- Interacations

Conversations

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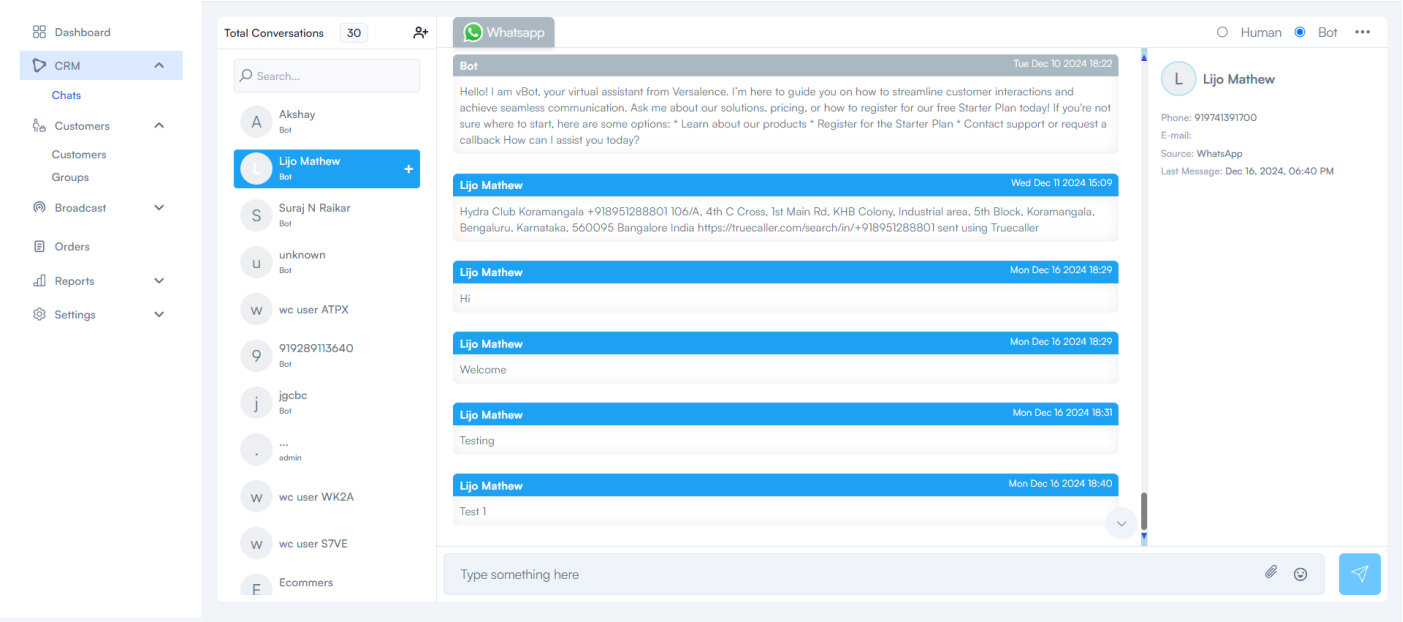

Key Components of the Social CRM

1. Conversations

Conversations encompass all **messaging channels** that enable real-time communication with customers. These include:

- **WhatsApp**
- **Webchat**
- **Instagram Messaging**
- **Telegram**
- And more!

Conversations are ideal for direct, instant interactions and customer support, enabling businesses to respond to inquiries quickly and efficiently.

Interacations

2. Interactions

Interactions focus on **social media channels** where businesses engage with customers through posts, comments, likes, and other social activities. These include:

- **Facebook**
- **LinkedIn**
- **Instagram**

Interactions help businesses manage their online presence, gather customer feedback, and build brand loyalty across social platforms.

How vCX Brings Everything Together

The Social CRM combines **Conversations** and **Interactions** into one **centralized dashboard**, enabling businesses to:

- **Streamline Communication**: No more switching between platforms—manage all customer conversations and interactions in one place.
- **Enable Convergence**: Achieve true omnichannel engagement by integrating messaging and social channels.
- **Enhance Efficiency**: Respond faster and ensure a consistent experience for customers across all channels.