



## Solution Brief: Insights for Social Care

*How much do you know about the people you service in social channels?*



### Business Challenge

Customer service representatives struggle to serve customers in social channels because information about the person behind the social profile is limited. How can brands bring more intelligence to social care interactions?

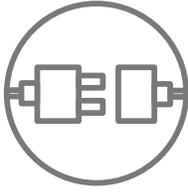
### FullContact Solution

Connect your social care software and customer database to FullContact to form complete social profiles and bring more context to social care interactions.

Consumers reaching out to brands for help and support through social channels have high expectations that their questions, comments, and needs will be met with knowledge, understanding, and resolution. Yet many brands lack the information and context to handle social care in the moment at scale and must resort to re-routing customer care requests through other channels in order to respond and act.

Brands can bring more intelligence to social care using FullContact's social profile matching and enrichment capabilities by unlocking the identities and context within social interactions.

## Here's how it works:



Add the FullContact API to your social care software platform to instantly and securely query FullContact with social handles entering the queue.



The FullContact people search algorithm matches incoming social handles to complete profiles including names, photos, geography, and more.



Use FullContact's enriched social information to resolve customer identities between your social care platform and other customer databases.

Serving and supporting customers in social channels without rerouting customers through other channels has big benefits for brands. Instantly enriching incoming social requests with complete profile information and resolving identities across customer databases gives you the context your support reps need to be awesome with customers. Knowing a little more about the people asking for help and support through social channels will set you apart from your competitors and give your customers the social care experiences they expect.

### How to Get Started

Speak to an Enterprise Solutions Professional to run a free match test against your emails, and we'll share a custom insights report highlighting your potential gains.

Visit [FullContact.com/enterprise](https://FullContact.com/enterprise) and click *Contact Us* to get started.