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Datasquirt announces ‘world first’ in social media management

Datasquirt will be demonstrating its ground-breaking social media management platform for contact centres for the first time on Tuesday, to 15 UK reseller companies.

Extending Datasquirt’s internationally acclaimed CONTACT™ platform to include social media channel management, CONTACT™ Social builds on 10 years’ proven call centre services innovation.

“With the massive growth in social media use by the public, large organisations are scrambling to catch up,” says Datasquirt CEO, Aaron Ridgway. “Many corporates are using social media but it’s putting new pressures on their contact centres. Basic functions like routing, message handling and quality control just aren’t there. This hurts service levels and puts brands at risk. With CONTACT™ Social, we give call centres using social media the same management control and reporting they have for email and SMS. As far as we can tell, it’s a world first.”

To see more on Datasquirt and the CONTACT™ hosted call centre software please visit www.datasquirt.com

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About Datasquirt

Datasquirt (ASX: DSQ) supplies CONTACT™, an award-winning, enterprise grade, multi-channel (email, SMS, efax, web chat and social media) communication solution. Businesses use CONTACT™ to acquire, retain and service customers to achieve revenue growth in a cost-effective and efficient manner. Datasquirt is headquartered in Auckland, New Zealand, with offices in London, Sydney and Düsseldorf. Datasquirt™ and CONTACT™ are trademarks of Datasquirt Limited. All other brand or product names are trademarks or registered trademarks of their respective holder(s). For more information see www.datasquirt.com, visit the Datasquirt blog at <http://blog.datasquirt.com>, follow Datasquirt on Twitter at <http://twitter.com/datasquirt>, call +64-9-358-5878 or +1-888-433-9882, or email info@datasquirt.com.