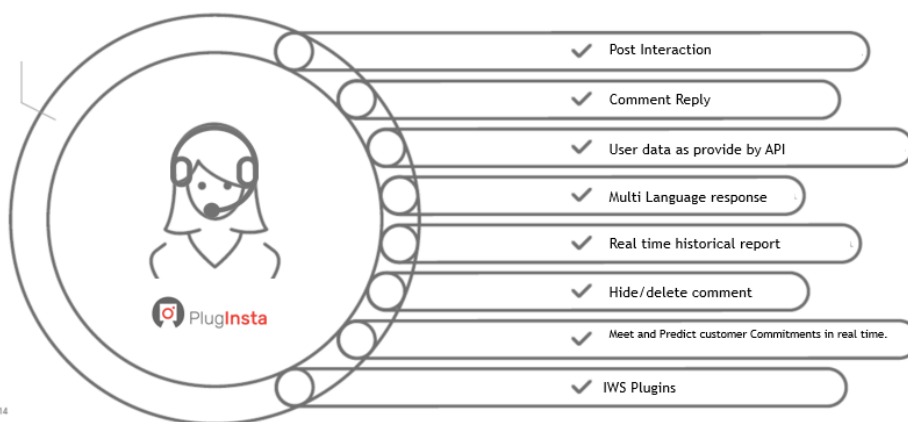# PlugInsta

PlugInsta is a product that collects interaction on Instagram to Genesys contact center, via Genesys social media engagement tool.

Instagram is one of the leading social media platforms to reach out to your customers. Analyzing the effectiveness of this channel for customers, CSquare utilized its experience & vast expertise in the customer experience arena to build a bridge between Instagram and Genesys.

Functionality:

★ As soon as a customer likes or comments on a post, PlugInsta immediately retrieves the user name and profile details which is routed to the appropriately skilled contact center representative using Genesys intelligent routing. The Instagram interaction is popped up on the contact center representative's Genesys Workspace with the relevant data which can be easily be responded to using the same functionality as is available for other social media interactions.

GENESYS CONTACT CENTER

PlugInsta

- ✓ Post Interaction
- ✓ Comment Reply
- ✓ User data as provide by API
- ✓ Multi Language response
- ✓ Real time historical report
- ✓ Hide/delete comment
- ✓ Meet and Predict customer Commitments in real time.
- ✓ IWS Plugins

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