



SOCIAL MEDIA:

- Monitoring
- Analysis
- Workflow
- Engagement
- KPIs & Reporting
- Publishing

CONTACTONE

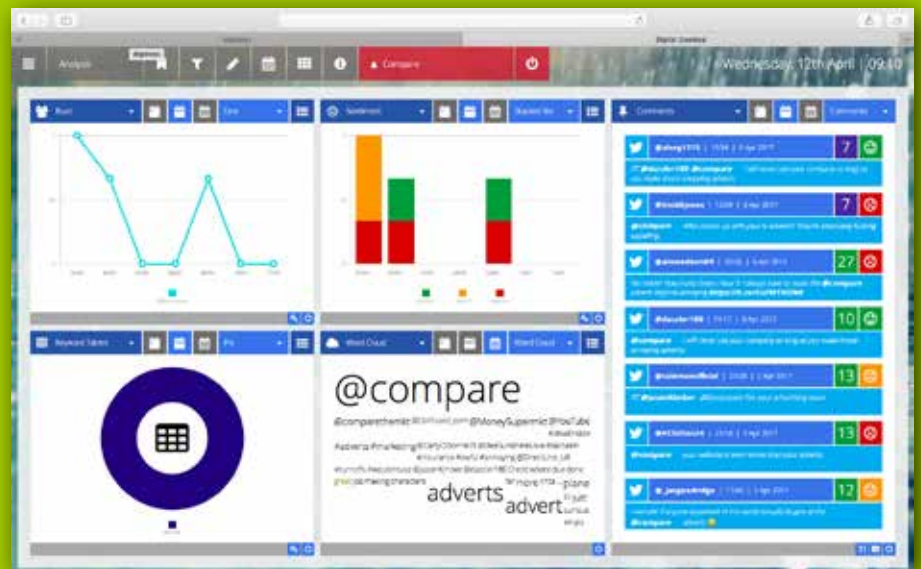
DIGITAL RESPONSE

Social Media Monitoring, Analysis and Engagement from Contact One. Market leading Social Media Monitoring, Analysis and Engagement Platform. Optimise your Social Customer Care

KEY FEATURES

Monitoring

Monitor for brand mentions across social channels, including Twitter, Facebook, YouTube, Instagram and Google+; with the ability to 'listen' for mentions across the wider web, forums and review sites.



Analysis

Powerful sentiment analysis and text analytics, with the ability to identify mentions from key customers and influencers. Track social activity through a series of live wallboards, with over 20 widgets to choose from.

Workflow

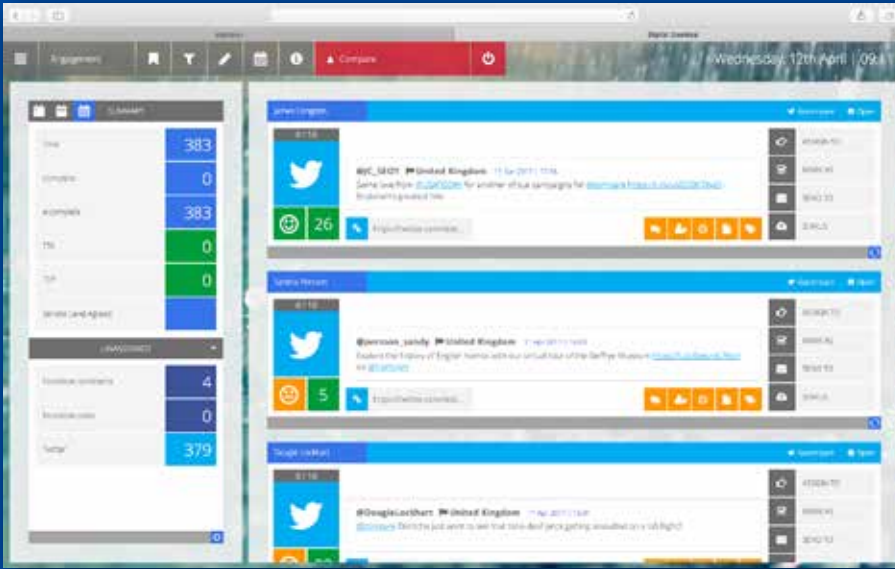
Set up workflow to help identify key mentions, prioritise and assign to a specific team or agent. Workflow can identify key words and phrases or high authority posts to help optimise your response time.

Publishing

Publish and schedule posts, across multiple channels such as Twitter and Facebook. All posts can be reviewed via the live calendar. Publishing reports show top performing posts, engagement stats and follower growth.

Engagement

Our advanced agent workplace helps agents to review mentions, conversation history, agent notes and customer details before responding through public or private messages. A 'split screen' mode is also available.



KPIs & Reporting

KPIs are available at agent and supervisor level, showing live stats on volume, completion rate and performance against an SLA. There are also daily, weekly and monthly reports tracking team and agent performance.

