Oracle Service Cloud
Social Monitor

Oracle Service Cloud Social Monitor enables your organization to follow relevant real-time discussions related to your products and services that are occurring socially on the web. With Social Monitor you'll never be left out of a critical conversation. Most importantly, it is part of the leading customer experience suite, Oracle Service Cloud, so you can determine actionable next steps to address the needs of customers or prospective customers across social, web, and contact center experiences.

LISTEN TO YOUR CUSTOMERS ON THE SOCIAL WEB

KEY FEATURES

- Access to many social web communities, including Twitter, Facebook, and YouTube
- Sentiment analysis, for monitoring the tone and content of social discussions
- Common knowledge foundation
- Ability to store search terms and sources for later intervention or action
- Out-of-the box reports and analytics that track customer interactions in the cloud

KEY BENEFITS

- Deliver exceptional customer experiences across the social web
- Save time and money by enabling agents to respond appropriately to customers

Listening to Your Customers

Customers are your most valuable asset. To keep them happy, you need to deliver a great customer experience consistently across all interaction channels. The only way to be sure you are delivering this great experience is by listening.

Today more and more consumers use social websites such as Twitter, YouTube, and online communities to research and gather information. They are forming and expressing their opinions about your products, services, and brand. Are you listening?

Monitor and Detect

Oracle Service Cloud Social Monitor gives you the tools you need in order to listen to and interact with your customers in social media channels.

Ability to Access a Growing List of Social Media Sources

Oracle Service Cloud Social Monitor's reach into the social web continues to expand. You can monitor Twitter, YouTube, Facebook fan pages, your own Oracle Service Cloud Service community, and RSS-enabled sites such as blogs and news sources. From Oracle Service Cloud Dynamic Agent Desktop, your contact center managers and agents can easily define search terms for finding and responding to relevant conversations across these sources. Plus, with language search filters for Twitter and YouTube, agents can narrow their results to only the most pertinent content.

Emotion Detection

Manually sifting through volumes of social web chatter to find conversations relevant to your business is a daunting, time-consuming task. The patented SmartSense feature of Oracle Service Cloud Service automatically identifies customer sentiment from search results. It enables you to quickly identify potentially unhappy customers and prioritize their posts for immediate follow-up.

Customer Social Profile

Understand your customer and augment the social profile within the customer database, to establish true identity, unify customer history with social interests, and prioritize service activity on the most import and influential consumers.

Agent Interaction

Agent Action Choice

Not all conversations occurring in the cloud will require action. Oracle Service Cloud Social Monitor gives agents a set of response choices: they can open the target site and respond directly to the post, ignore it, or create a service incident directly from the result. This helps agents work intelligently, saving time and money.

Customer Interaction Choices

When a customer has a legitimate issue, the social Web may not be the best forum in which to address it. Oracle Service Cloud Social Monitor gives your customers a range of interaction choices—directing them to e-mail or a chat session, Web self-service page, community forum, or phone conversation. And because Oracle's multichannel contact center solution is supported by a single knowledge foundation, your customers will receive efficient, consistent, and high-quality support across any channel they choose. Additionally Oracle Service Cloud Social Monitor supports Twitter's new Direct Messaging Policy that allows direct messages to be sent privately to Twitter users. With this new functionality, brand owners can reply to a direct message even if their customers are not following their brand.

Agent Efficiency

You need to listen to your customers 24/7, but that doesn't mean that anyone has to be tied to a chair and a computer around the clock. You can easily store search terms and sources for later execution or even specify a recurrence schedule, setting up notifications to ensure that new search results are never missed. Plus, administrators can set up a global Twitter user account that all agent responses will automatically use, eliminating the requirement for agent-specific credentials.

Powerful Reporting

Analytics

All data retrieved through Oracle Service Cloud Social Monitor is available through Oracle Service Cloud Analytics. Oracle Service Cloud Social Monitor provides out-of-the-box reports such as a summary report displaying all recent searches and results, with agent actions taken. It records incidents created via the cloud source, so you can get reporting on the originating source of all your incidents across all interaction channels.

Sentiment Analysis

Out-of-the-box reports include a key-contributors report, for identifying the top contributors in the cloud commenting on your company or products, as well as a trend report, created with SmartSense technology that identifies trends in positive, negative, or neutral posts over time.
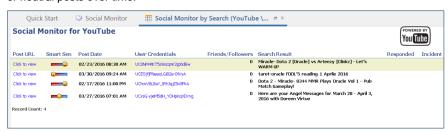

Figure 1. Social Monitor Results

Oracle Customer Experience

Integration to Oracle Social Relationship Management

Out of the box integration with Oracle's Social Relationship Management (SRM) to close the loop with superior service. With the Social Monitor integration, we have the ability to receive escalated messages to create incidents from SRM.   This enables the service team via Service Cloud can respond to any escalated Facebook and Twitter posts, and leverage the conversation monitoring capabilities built-in to Service Cloud to work an issue to resolution.

- **Ensure resolution** with automatic follow-up tracking and ability to trigger actions
- **Move more quickly identify service issues** mentioned on social networks
- **Enhance productivity** by enabling service agents to manage incidents completely within the agent desktop
- **Automatic actions** can be performed on any customer response to an incident

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Hardware and Software, Engineered to Work Together

Oracle is committed to developing practices and products that help protect the environment