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

ORACLE RIGHTNOW SOCIAL MONITOR CLOUD SERVICE

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

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?

Key Functionality

Oracle RightNow Social Monitor Cloud Service 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 RightNow Social Monitor Cloud Service’s reach into the social Web continues to expand. You can monitor Twitter, YouTube, Facebook fan pages, your own Oracle RightNow CX Cloud Service community, and RSS-enabled sites such as blogs and news sources. From Oracle RightNow Dynamic Agent Desktop Cloud Service, 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 RightNow CX 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.

Agent Action Choice

Not all conversations occurring in the cloud will require action. Oracle RightNow Social Monitor Cloud Service 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 RightNow Social Monitor Cloud Service 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.

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.

Analytics

All data retrieved through Oracle RightNow Social Monitor Cloud Service is available through Oracle RightNow Analytics Cloud Service. Oracle RightNow Social Monitor Cloud Service 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.

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.

Contact Us

For more information about Oracle RightNow Social Monitor Cloud Service, visit oracle.com/rightnowcx or call +1.800.ORACLE1 to speak to an Oracle representative.