

BUZZIENT

Buzzient Enterprise for Oracle CRM On Demand

Validated Integration with Oracle CRM On Demand 19



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Bring Social Media into Oracle CRM On Demand

Monitor and make social media actionable by bringing it into Oracle CRM On Demand service-request, lead-qualification, and solution-creation workflows.

Company Overview

Buzzient provides a next-generation solution for harvesting, analyzing, and integrating valuable social media content with Oracle Applications. The explosion in communication over sites and applications such as Twitter, Facebook, YouTube, blogs, discussion boards, and reviews has resulted in a new channel for customer service, marketing, and product development. Customers now expect your company to pay attention to social media. The sheer volume and complexity of this data can only be processed by enterprise-class systems, and that's what Buzzient provides for Oracle CRM On Demand.

Integration Overview

Social media interactions are converging with established connections via customer relationship management (CRM) systems. Buzzient Enterprise's value enables Oracle CRM On Demand 19 users to proactively leverage the social channel for customer service and lead generation without having to leave the application.

The integration of Buzzient Enterprise with Oracle CRM On Demand 19 lets you:

- Provide proactive support by creating service requests in Oracle CRM On Demand from problem/issue posts
- Add social media channels to your lead-generation sources by creating leads in Oracle CRM On Demand from posts expressing sales interest
- Engage with these support customers and sales prospects from within Oracle CRM On Demand
- Create service requests or leads automatically based on keyword or sentiment criteria and/or by ad hoc triage
- Augment your knowledgebase by creating solutions from user-generated resolutions



Validated Integration

Oracle CRM On Demand

Through the Oracle PartnerNetwork, partners with validated integrations are able to provide customers with standards-based product integrations, tested and validated by Oracle. Customers benefit from improved risk management and smoother upgrade capability, leading to a lower total cost of ownership and greater overall satisfaction.

Availability
sales@buzzient.com

Integration Details

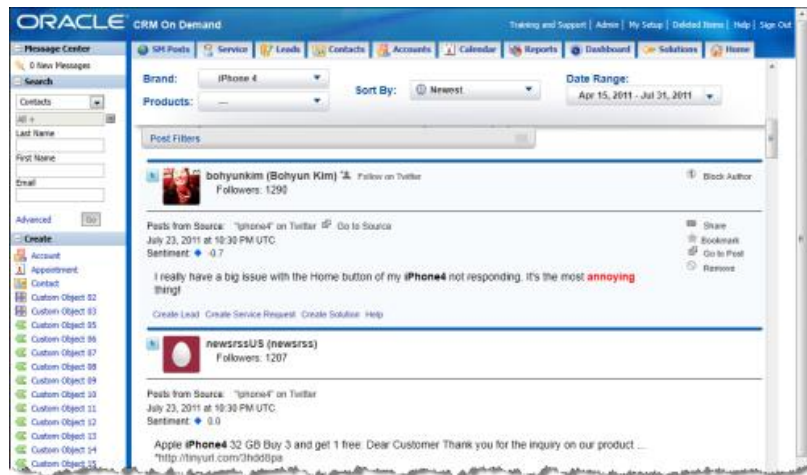
Buzzient Enterprise is a software as a service (SaaS) application that monitors the keywords you wish to track and integrates with Oracle CRM On Demand via:

- Web services: Service requests, leads, and solutions are created in Oracle CRM On Demand via Web services
- Web applet/Web tab: Social media content and analytics can be pulled on a GUI level from Buzzient Enterprise via Web applets and Web tabs

A typical integration flow is as follows:

Support
service@buzzient.com

- Social media content about your keywords is harvested, analyzed, and stored by Buzzient Enterprise
- Buzzient Enterprise automatically creates service requests and leads according to your keyword/sentiment criteria, or users create service requests and leads with a single click
- Users engage with the author via social media through a Web applet on the service request or lead detail page
- Buzzient Enterprise captures the history of that interaction as an activity in Oracle CRM On Demand



Buzzient Enterprise for Oracle CRM On Demand 19.

Environment

Buzzient Environment

Buzzient Enterprise for Oracle CRM On Demand 19

Oracle Environment

Oracle CRM On Demand 19

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