

ORACLE CLOUD

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Social Media and Business Intelligence: Creating the Integrated Customer Hub

Introduction

In the beginning, individuals monitored social media conversations via RSS feeds or by manually reviewing social media platforms for mentions of their companies, brands, or offerings. Unfortunately, this approach was not scalable, and over time the adoption of social media tools and platforms has outstripped companies' ability to derive real-time consumer insights and to effectively engage with social customers in a relevant and timely manner.

As social media use has grown, an urgent need has emerged to correlate the information generated through social data with existing consumer information, and integrate it with sophisticated data management systems. No longer is social the sole purview of the marketing or PR group within an organization. Today, the insights derived from social media are as relevant to customer service as they are to engineering. By creating a 360-degree view of your customers, you can equip organizational teams with the intelligence they need to successfully engage with them. By optimizing your social strategy to leverage both social insights and existing private data, you enable your organization to create outreach efforts, new products, and campaigns grounded in real-time, repeatable, automated, and scalable analysis.

A New Age for Content

Never before have so many individuals been involved in the production, communication, and sharing of content—making this a disruptive time for traditional industries (like advertising, news, and entertainment), which find themselves vying with consumer-created content for customers’ attention.

To compete effectively in this new landscape, organizations must monitor and analyze the conversations taking place over social media. This is where their customers are. And this is where they need to be—either participating in or monitoring those conversations. Companies that fail to do so are missing out on consumer insights and opportunities to heighten brand awareness.

With social media now a key component of most organizations’ business and outreach strategies—and the volume of social data steadily rising—rudimentary analytics technology and manual reviews of social media platforms no longer suffice. Organizations need a new approach to monitoring the conversations taking place over social media, and Oracle Social Engagement and Monitoring Cloud Service provides it.

A Superior Approach

The semantic search and analytics technology at the heart of Oracle Social Engagement and Monitoring Cloud Service enables it to automatically capture consumer “considerations and preference” metrics as well as insights from consumer-generated content in social media and structured and unstructured data environments. Some solutions use Boolean or keywords to analyze information but are unable to disambiguate the meaning of terms such as *Crocs* (the shoes) and *crocs* (the reptile), and others rely on natural-language processing (NLP, a time-consuming and complex language-modeling approach) to disambiguate content. Oracle Social Engagement and Monitoring Cloud Service uses advanced statistical language modeling to address the inaccuracy and bluntness of keyword search and the speed and cost disadvantages of NLP techniques.

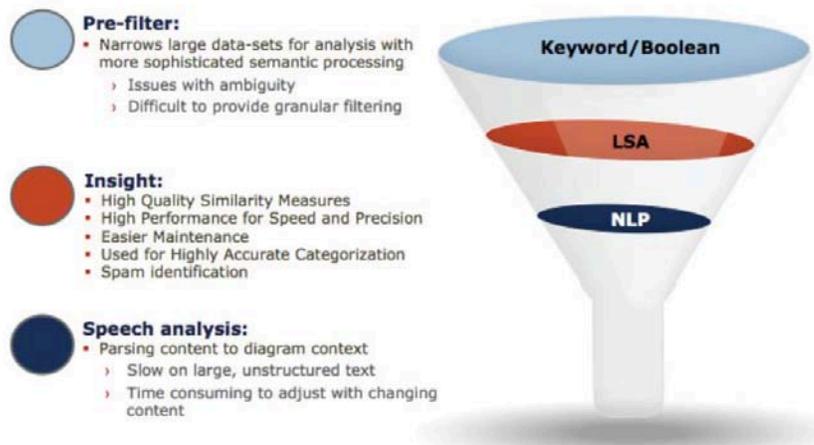


Figure 1. Oracle Social Engagement and Monitoring Cloud Service uses advanced statistical language modeling.

The semantic engine in Oracle Social Engagement and Monitoring Cloud Service is based on latent semantic analysis (LSA), which allows meaning to be derived from social media conversations and private data. By using sophisticated language-modeling technology, Oracle Social Engagement and Monitoring Cloud Service is able to achieve a high degree of accuracy, uncovering a consumer's true considerations and preferences as they relate to lifestyle, category, brand, product, and campaign.

Analyzing Private Data

The same sophisticated language-modeling technology that Oracle Social Engagement and Monitoring Cloud Service applies to social media conversations can be applied to your organization's private internal data. You can use this type of analysis to uncover common customer complaints (which are resulting in customer service calls), reveal recurring problems or issues for your engineering team, and add a new perspective to product development.

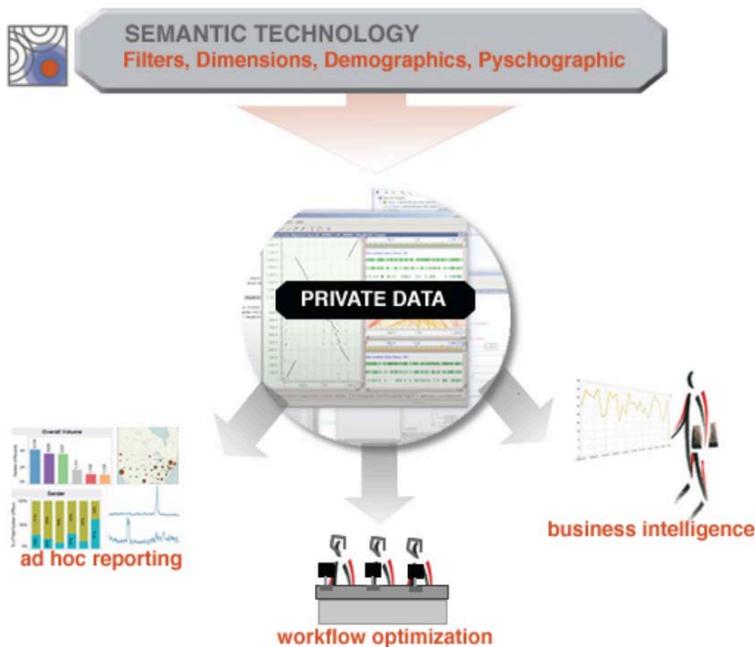


Figure 2. Oracle Social Engagement and Monitoring Cloud Service analyzes private as well as social data.

The resulting information can be folded into existing data management tools to

- Conduct ad hoc reporting
- Optimize business processes
- Improve business intelligence

In addition, the approach employed by Oracle Social Engagement and Monitoring Cloud Service helps to seamlessly integrate precise analytics into existing business processes and data management systems.

Blending Social and Private Data: An Integrated Customer Hub

Oracle Social Engagement and Monitoring Cloud Service aims to help organizations create a unified, 360-degree view of their customers and prospects. To that end, it blends social insights with more-traditional data, including private conversation data from surveys; private communities; call center transcripts; and transactional, behavioral, referral, and Web analytics. With Oracle Social Engagement and Monitoring Cloud Service, you can use social media analytics to conduct open-ended analysis or white space discovery to surface unexpected consumer insight and emerging trends. You can also use it to validate more-traditional market research.

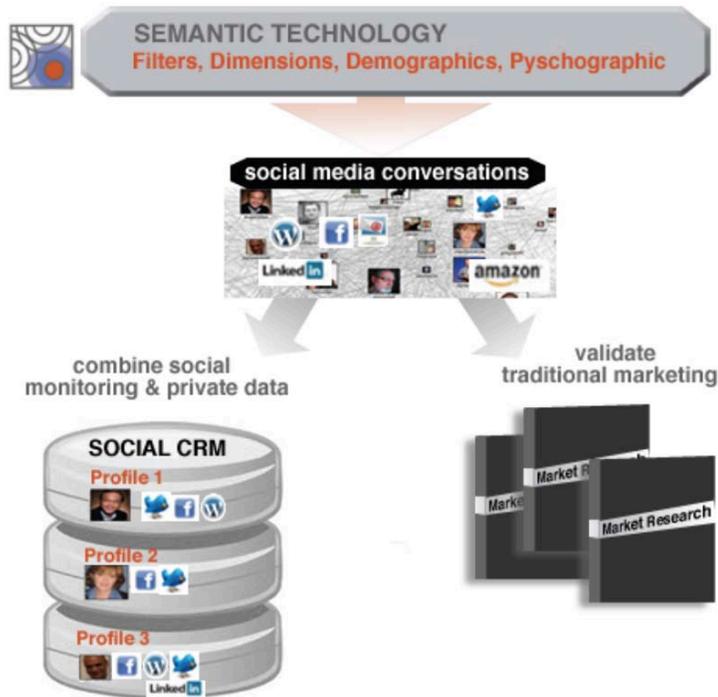


Figure 3. Oracle Social Engagement and Monitoring Cloud Service blends social insights with more-traditional data.

This optimized form of social engagement can scale to promote both multichannel and one-to-one conversations, capturing social insights from new and existing customers. These insights can then be used to inform strategy, update existing customer information, and refresh campaign metrics and outcomes for dashboard tracking. Working in concert with your existing data infrastructure, Oracle Social Engagement and Monitoring Cloud Service provides a customer data hub that you can employ to

- Understand the social, online, and traditional customers within your audience
- Map between online and offline profile details
- Connect social media engagement activities with marketing and sales figures
- Monitor customer reactions (to new features, services, and products) and route potential issues

- Share customer insights and issues across the organization and in real time to inform overall business strategy
- Engage with customers on the social media platforms where they talk about your company, products, and campaigns



Figure 5. Oracle Social Engagement and Monitoring Cloud Service provides an integrated customer data hub that yields insights organizations can use to inform strategy, update existing customer information, and refresh campaign metrics and outcomes.

Conclusion

With consumers' use of social media on the rise—and data from social media transactions continuing to mount—the companies that succeed in today's ultracompetitive marketplace will be those that make use of this valuable trove of information to delight customers and fine-tune their marketing efforts. Oracle Social Engagement and Monitoring Cloud Service helps organizations do just that by blending social insights with more-traditional data in an integrated customer data hub.



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