



LISTENING

# LISTENING

Activate social chatter into real-time insight and engagement



## THE PROBLEM

What are people saying about you and your competitors? How is this social chatter impacting your business? Can your brand then act on those insights with measurable value?

Social media is a treasure trove of opportunity: discover conversations about the brand, how competitors position themselves, and to identify relevant trends as they surface across the social web. For a comprehensive view, it's critical to listen outside a brand's owned channels, and many global brands already are.

But with most listening vendors, your data remains siloed, and your social teams remain fragmented. Even when insights are uncovered, it can be hours, days, even weeks before multiple teams can work together to respond. In a constantly evolving social space, that drag is crippling: your response is no longer relevant.

## THE SOLUTION

Utilize listening as an extension of the social program. Listen, respond, and analyze in one platform. View full user profiles that combine listening data and engagement data. Incorporate trends into outgoing messages.

## HOW WE DO IT

Sprinklr Listening activates social chatter into real-time insights and engagement.

Now, brands can understand their markets, increase relevance, and speed time to response. With all of social connected together, listening insights can actually drive value: informing marketing strategies, tactics, and real-time messages.

# THE BENEFITS

## 1. Consistently monitor relevant social conversations in digital and social channels across the social web

### Identify and understand meaningful conversations:

- Preview and refine queries to capture the most relevant data: access historical and real-time data to visualize trends over time
- Surface emerging trends through topic clusters, top hashtags, widgets, and word clouds
- Analyze and compare multiple complex variables – like pivot tables for listening data!
- Fine tune sentiment analysis for a customized pulse on your brands, products, spokespeople, physical locations, competitors, and social strategies

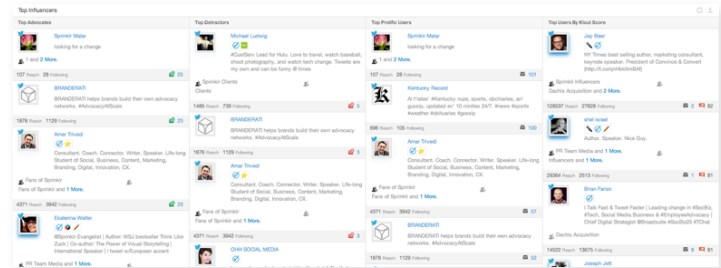
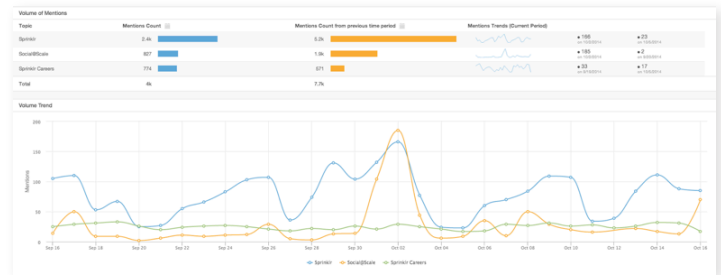


### Monitor millions of media sources:

- **Blogs** - Have access to content from hundreds of millions of professional and consumer blogs
- **Forums** - Gather conversations & insights from tens of millions of forums and bulletin board systems (BBS), specialized to your industry vertical, on your company.com and on major global retail or partner sites
- **News** - Mainstream news sources with leading global and local newspapers, wire services, magazines/journals, and news aggregators
- **Social Networks** - Access content broadly via Search API's and directly on your owned social accounts on over 20 social networks, including Facebook, Twitter, LinkedIn, Instagram, Pinterest, Tumblr, Google Plus, Sina Weibo, Tencent Weibo, Renren, Flickr, and Vkontakte
- **Reviews** - Ratings and reviews sites globally and across various industries such as Retail Shopping, hotels & restaurant reviews, and more
- **Photos** - Examine visual storytelling from sites such as Instagram and Flickr
- **Videos** - Video content and comments from sites, including YouTube, Vimeo, Youku among others
- **Comments** - View extensive commenting information from above sources
- **Sprinklr Apps** - Gather & manage customer conversations from any of your Apps using the Sprinklr Application platform
- **Sprinklr Marketplace** - Integrations with social sources like Bazaarvoice, Wordpress and Jive; Marketplace integrations also include non-social technologies that house customer relationship information such as secure chat tools, customer service ticketing systems, and web analytics providers

## 2. Link listening to immediate action

- Bring listening data into moderation dashboards for a fresh pulse on progress towards listening initiatives
- Enhance user profiles immediately from listening (which viral posts they wrote, etc.)
- Learn top influencers and people starting conversations about your brand vs your competition
- Compare owned and earned data in one screen
- Immediately route critical listening insights to the right team for resolution or action



## 3. Quickly refine tactics based on trends

- Discover real-time trends in listening, quickly adjust owned content and messages to increase relevance, and then run through fast-tracked approvals
- Set rules and alerts to identify a topic before it becomes big (a crisis, a relevant, trend, etc.), based on criteria that isn't channel dependent
- Identify trending content by audience segment (brand, demographic, profile, language, interest, etc.)
- Surface trends within certain content areas (hashtags, keywords, sources, etc.)

