Clarabridge CX Social

> **When a customer receives a reply on Twitter, they're willing to spend up to 20% more from that business in the future.**
>
> —*Applied Marketing Science for Twitter, 2016*

Clarabridge CX Social empowers your team to deliver outstanding customer service through social channels.

Listen

Every day CX Social listens to billions of conversations across all major social networks, reviews, forums, blogs, and news sites. It goes beyond just instances where your brand is tagged, identifying mentions and even images with your brand, consolidating all of these into one centralized location.

Analyze

CX Social is backed by the full strength of the best-in-class Clarabridge text analytics engine, giving you deep insights into what your customers are saying. CX Social tags, filters, and categorizes incoming messages so that you can route them to the appropriate agents, making resolution seamless. Out-of-the-box dashboards show audience demographics, customer sentiment, and agent performance trends.

Act

CX Social gives your social customer service team the ability to work together to reply back to your customers quickly and effectively. Alerts, escalations, and direct response on the channels your customers are using make closing the loop seamless. Monitor and manage your team's service level targets with watchdogs.

- **Strongest listening capabilities in the business.** Never miss a mention, whether your brand is tagged or not.

- **Best-in-class text analytics** auto tag and route to the right agents.

- **Watchdogs monitor SLAs** sending alerts before you miss a target.

- **Integration with CRM data** gives your customer service organization context to respond.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit **www.clarabridge.com.**

CX Social: Built for Teams

CLARABRIDGE

With CX Social, you can listen and respond to your customers where they are. Analyze conversations to gain insights using Clarabridge's best-in-class text analytics engine. Identify influencers and engage with your customers in real time, powered by team management capabilities for swift and effective response.

The inbox aggregates all your brand mentions in one place, whether your company brand or topic is tagged or not

Smart folders automatically sort and prioritize all your incoming mentions
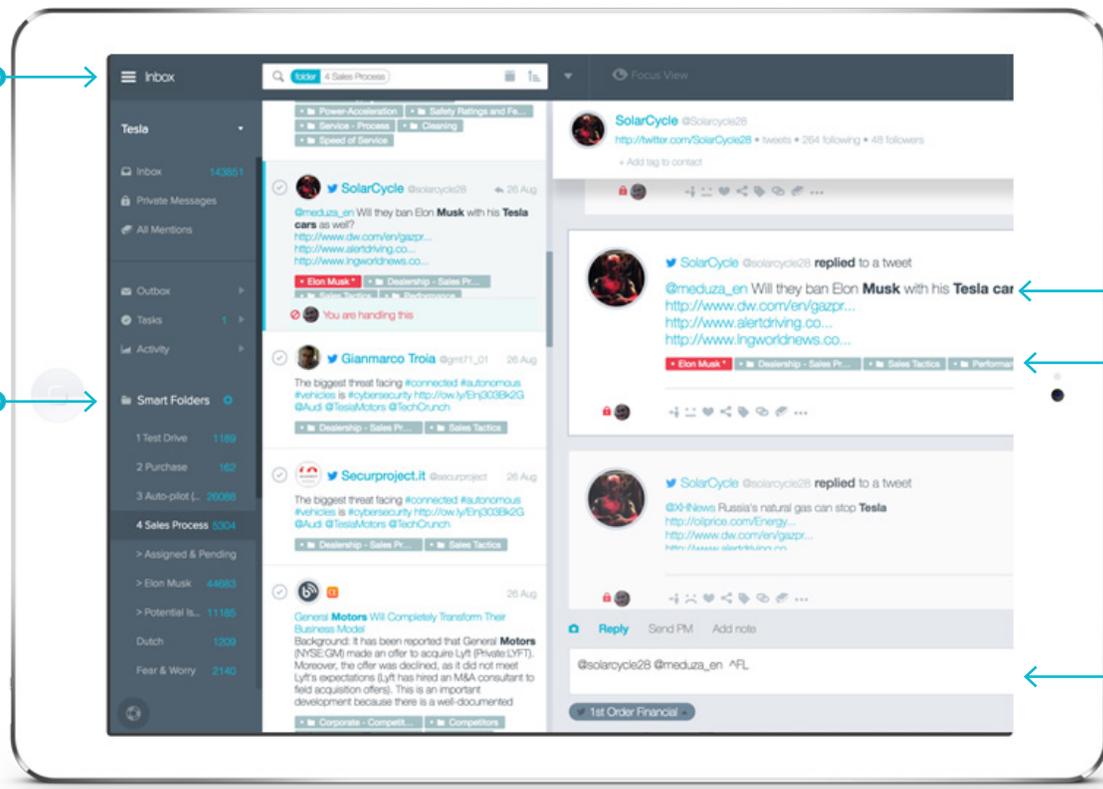
Advanced filtering

Category models

Take control of the response to avoid overlap with other agents

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Social is Global.
CX Social supports more than 160 languages. Customized smart folders and routing capabilities back a follow-the-sun social customer service team so you can support your customers wherever they are.

Listen everywhere.
CX Social can ingest data from all social media sites, including Twitter, Facebook, Facebook Messenger, Instagram, LinkedIn, Pinterest, and more. It can listen on review sites such as Yelp and TripAdvisor, blogs, forums, and news sites.

Engage easily. The streamlined CX Social Inbox keeps all your incoming messages in one place organized by smart folders. Historical message tracking and CRM integration give your agents the complete picture. Brand guidelines, conversation locking, and in-line response make closing the loop seamless.

Team Management.
CX Social is built for enterprise social customer service teams with the ability to route messages to the right agents, ensure brand consistency, and measure agent performance. Never miss an SLA again.