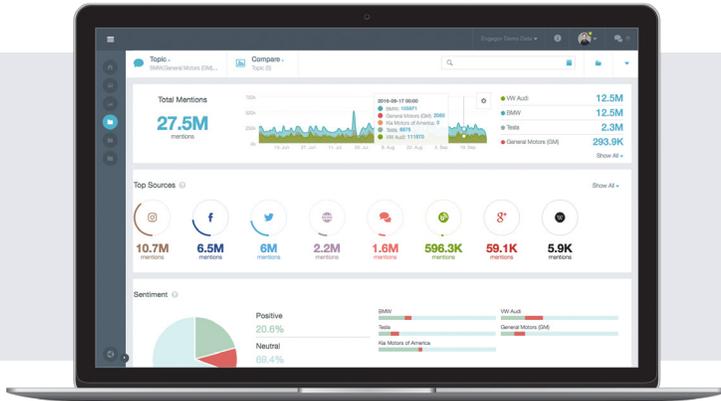




CLARABRIDGE

DATASHEET

Clarabridge CX Social



“Companies with real-time social media engagement programs see greater than 80% increase in annual revenue from customer referrals.”

—Aberdeen, 2017

Clarabridge CX Social empowers your social media management program with outstanding social listening, social analytics, and social engagement.

Social Listening

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 specifically tagged, identifying any mention of your brand, company or product and consolidating into one centralized location.

Social Analytics

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 automatically tags, filters, and categorizes incoming messages, routing to the appropriate agents for seamless resolution. Out-of-the-box dashboards show audience demographics, customer sentiment, and agent performance trends.

Social Engagement

CX Social enables team collaboration to promptly and effectively reply to customers, with “watchdog” features to ensure service standards are met. Alerts, escalations, and direct response on the channels your customers are using make closing the loop seamless. CX Social is used by teams small and large, scaling as your social engagement needs change due to seasonal flux or unpredicted crises.

Crate&Barrel



dyson



Lufthansa

Pioneer Dj



PORSCHE

T-Mobile®

spirit™
LESS MONEY. MORE GO.

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

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

Social is Global. CX Social supports more than 160 languages. Customized smart folders and routing support a follow-the-sun social customer service model, ensuring your customers are served wherever they are and in whatever language they speak.

Listen everywhere. CX Social can ingest data from all social media sites, including Twitter, Facebook, Facebook Messenger, Instagram, LinkedIn, Pinterest, and more. Listen on review sites such as Yelp and TripAdvisor, blogs, forums, and news sites. Never miss a mention, whether your brand is specifically tagged or indirectly referenced.

Engage effectively. The CX Social Inbox keeps interactions and history in one place, neatly organized. Integration with Customer Relationship Management (CRM) systems gives agents customer context. Brand guidelines and conversation locking ensure that customers receive a consistent, cohesive service experience.

Team Management. CX Social can support customer service teams of any size. Alerts, escalation tools, and Watchdogs make sure you never miss an SLA. Team performance reporting helps measure your agents and staffing simulations allow you to prepare for future needs based on changing volumes and customer needs.