



## SYSOMOS ENGAGE

Engage with earned, owned, and paid audiences  
Streamline and prioritize customer responses  
Escalation into customer care systems

### Enhance Your Social Customer Service to Drive Brand Health and Customer Satisfaction

In the social-first world we live in, customers are constantly voicing their praises and criticisms about a business on their social channels. Maintaining an active social presence and engaging with these individuals is key to building a strong brand presence and driving customer loyalty.

With the influx of customer mentions, a strong social care program requires carefully crafted coordination and internal effectiveness.

**Sysomos Engage** empowers you to monitor and route all mentions to ensure efficient response management and top notch customer service.

### Customer Loyalty

Engage with customers across owned, earned, and paid to improve customer satisfaction, increase retention and drive customer acquisition.

### Brand Consistency

Trust a single solution for asset sharing and governance of brand messaging across all social channels.

### Maximum Efficiency

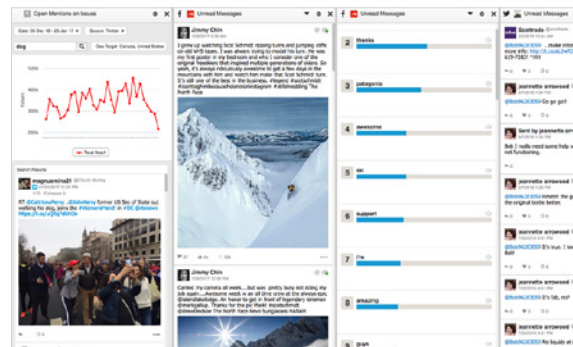
Customize interface to fit various roles and responsibilities across teams for faster user adoption and lower training time.

## Sysomos Customers Use Engage For:

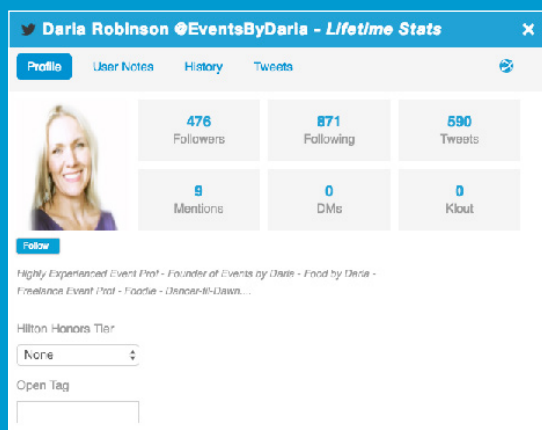
Social Management \* Customer Service \* Customized Workflows \* Crisis Management  
Trend Spotting \* Influencer Profiling \* Performance Analytics

## Engage with Earned, Owned, and Paid Audiences

- Monitor owned social channels as well as listening streams to centralize your view of owned and earned media
- Respond to public conversations with private messages for quick resolution
- Feed engagements on paid content to combine owned and paid engagement into a single view



Monitor organic mentions alongside your owned social channels



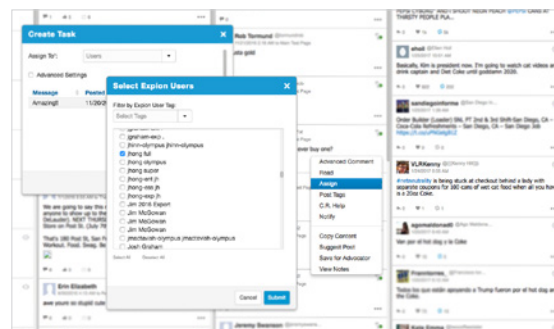
Monitor the activity and response rate of your team to ensure top notch customer service

## Streamline and Prioritize Customer Engagement

- Utilize auto-tagging and filtering capabilities to segment users for priority and response
- Enable quick review process and track service response time to ensure maximum efficiency and SLAs are met
- Allow a team to simultaneously respond to high volume conversations by showing when content is already in progress
- Provide personalized interface for your users based on their roles and responsibilities

## Escalation Into Customer Care Systems

- Maximize efficiency with pre-canned responses to deliver faster time to resolution for your audiences
- Feed your CRM system with case management from social conversations for a holistic view of customer care
- Escalate priority cases to appropriate resource for quick resolution



Assign posts to the appropriate user for quick resolution

## Capabilities

- Social customer service
- Earned, owned, and paid community management
- Automatic categorization of content
- Customizable interface by job role
- Configurable workflows and approval permissions
- Mobile applications
- Global scalability
- Efficiency reports and dashboards
- Robust message filtering
- Post to 9 social channels
- Consumer interaction and conversations history
- Internal audit trails
- Agent collision prevention
- CRM and listening integrations