

# USING THE SOCIAL WEB TO ACTIVELY MANAGE BRANDS AND RELATIONSHIPS

The Social Web is no fashion trend. The power of communication in blogs and product forums is here to stay, and anyone wanting to measure the strength of their brand cannot ignore the internet. Analysis, evaluation and active participation in this new communication media is a must. COMCRAWLER by ITyX dynamically learns to evaluate comments and opinions expressed about your organisation and its products, and prioritises the most important or critical feedback depending on its intensity and public visibility. It then routes this information back to the available staff in your customer service or marketing team. So it's not just there for content analysis, COMCRAWLER gives you the opportunity to process the opinions of the most critical voices.

Customer care in the age of web 2.0 is undergoing a paradigm change. Traditional service processes using telephone and email no longer meet the expectations of the internet generation. Those closest to their customers need to understand their communication culture and be able to listen. In social networks, blogs and communities, Mediatrix COMCRAWLER analyses voices and integrates user opinions with the digital multi-channel environment of your customer service.

As an example, let's take the average US American. By his 21st birthday he will have:

- Spent 3,500 hours on online social media networks
- Received 250,000 messages by email, instant messaging or SMS
- Spent, on average, 16 hours a week online

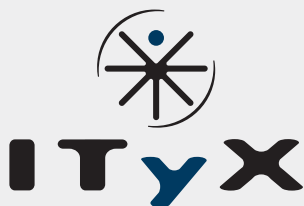
For 'Digital Natives' or 'Millennials', information exchange on the web is more obvious and convenient than using the telephone and at the start of their professional career they already have an astonishing purchasing power. Every day they post around 4 million tweets; they buy furniture, clothes and gifts online; and research cars, travel, property and personal finance, all on the World Wide Web.

Is your service organisation prepared to handle this new communication concept efficiently?

Four decades after the first email, organisations are still finding it difficult to evaluate electronic customer messages addressed to central post boxes (info@...), to distribute accurately within the organisation and control their processing. Mediatrix, by ITyX, captures, classifies, prioritises and distributes written communication by email, SMS, fax and letter. As a new module of the Mediatrix solutions family, COMCRAWLER, also enables the evaluation of content from social media platforms: what do users think about your organisation, when they visit the 200 million blogs on the worldwide internet and when 900,000 threads (communication entries) are exchanged daily?

## MEDIATRIX COMCRAWLER OVERVIEW

1. Daily/hourly analysis of social media content
2. Finding and evaluating product and brand related comments and threads
3. Analysing relevance of content using Artificial Intelligence (AI)
4. Routing prioritised information to client's team (using flowing skill principle)
5. Evaluation functions (using content, public relevance and historical tracing)
6. Communication functions (Forward, Follow, Answer, Interact)
7. Reduction of up to 50% of average processing time per transaction
8. Combined operation as response management for email, web, letter, community



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# Mediatrix COMCRAWLER

The COMCRAWLER combs through all product or brand related mentions of your organisation on the whole World Wide Web. That means you are not only able to recognise and follow moods and discussions on the web, but carry out their evaluation and initiate communication processes inside or outside your organisation.

- **Classify:**

Define categories and favourites to efficiently observe contents and relevance of threads. Distribute these automatically to available specialists within your organisation.

- **Evaluate and Search:**

Check and document identified activities, get in contact with bloggers and track active discussions.

- **Forward and Comment:**

Forward critical contents for evaluation to specialist departments and track their completion.

- **Retable:**

Track current topics and blogs.

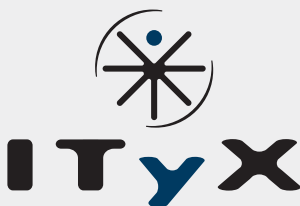
- **Respond and Document:**

Get in active contact with bloggers or visitors, take a stand and ask for assistance – so that you offer a more active customer service than your competitor.

The dynamics of a new communication culture can destroy a brand image built up over years within just a few days. Social Media is no longer a trend – it's an equal channel in the relationship between your customers and yourself. Talk to us. We would like to give you the opportunity, to come to grips with the image and efficiency advantages of pro-active handling of digital customer communication by email and internet. Essential: powered by intelligence.

## BENEFIT FOR YOUR SERVICE ORGANISATION

1. **Efficiency Increase of your Contact Centre:** Early understanding of customer wishes and problems avoided due to pro-active customer service.
2. **Optimisation of Market Observation, Product Innovation and Service Performance:** Customer opinions are important to spot new trends in time.
3. **Effective Early Warning System:** Recognise problems in brand and organisation communication already from the onset. This ensures a positive corporate image and customer satisfaction.
4. **Sustainable Benchmarking:** A comparison of customer opinions with the competition provides you with valuable knowledge to stay competitive.



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