Verint Social Engagement

Many organizations take a fragmented approach to managing social customer engagement, with siloed departments using multiple social media accounts and business applications to engage with customers. As a result, they may struggle with providing a consistent approach and achieving their target service level agreements for customer service.

Verint® Social Engagement™ is a holistic social customer engagement solution that can enable your organization to monitor social media and manage the disparate social engagement needs of multiple departments, including customer service, marketing, sales, and human resources. It aggregates social content from multiple social media, RSS, and web page sources, offering a coordinated approach to engaging socially with customers, followers, and prospects. Pre-built integration to Verint Engagement Management™ can help you manage more complex social customer service and loyalty and retention issues quickly, in keeping with the expectations of customers using social media.

Verint Social Engagement collects, analyzes, and reports on relevant insights derived from content published to social media sites, including Twitter, Facebook, Instagram, Google+, and LinkedIn, as well as online forums and messaging services, including Facebook Messenger. It can help you understand the voice of your customers across these channels and reveal current information and trends related to sentiment, emerging topics, themes, and locations — in any combination that makes sense for your needs. Users can build search queries and filter results based on source, content, date, and sentiment. Multimedia content can be tracked and shown together with messages in the user interface, and you can create multiple social inboxes for different roles or departments within your organization.

Verint Social Engagement helps organizations monitor and analyze social interactions as well meet increased SLA expectations.

Key Benefits

- Helps support the social customer engagement needs of multiple organizational departments.

- Collects, analyzes, and reports on insights derived from Twitter, Facebook, Instagram, LinkedIn, Google+, online forums and messaging services, including Messenger.

- Helps manage the end-to-end social customer service journey and exceed heightened social service expectations.

- Facilitates smart routing, prioritization, allocation, and escalation of issues raised on social media.

- Enables you to deploy social engagement channels as a part of a single-vendor, omnichannel customer engagement strategy.

Manage Social Engagement Effectively

Verint Social Engagement provides multiple options for monitoring, replying, and assigning social media messages. Employees can switch between multiple social accounts when sending messages and between private and public messages on Twitter. An auto-checking feature helps prevent the same customer from receiving messages from multiple employees about a particular issue.

Verint Social Engagement is a cloud-based, multi-tenant solution and includes strong social analytics and business intelligence capabilities. It provides real-time visualization of social engagement activity across your organization using interactive word clouds, trend analysis, tables, and bar charts — and you can filter this data based on social media channel, sentiment, and date range.

Benefit from End-to-End Social Customer Service

Verint Social Engagement goes beyond simply monitoring and analyzing social media to help your organization act quickly on the insights it extracts from social media channels. Its pre-built integration with Verint Engagement Management can enable you to apply business rules to route, prioritize, allocate and escalate issues raised on social media. Complex customer issues can be handled as cases and fully managed using our industry-leading Verint Case Management™ application, driving down process latency and helping you meet the heightened customer service speed expectations of customers using social channels. Messages can be automatically routed to other parts of the organization that are engaging socially, such as loyalty and retention, human resources, and sales departments.

Because Verint Social Engagement is part of a portfolio of cloud-enabled, omnichannel solutions that includes web chat, co-browse, email, secure email, self-service, and voice, you can transition customers easily from social media to other channels when a more secure or appropriate approach is needed.

Social media has changed customer service expectations and is transforming business from transactions to conversations. With Verint Social Engagement, you can do more than just monitor social engagement and instead manage the complete, end-to-end social customer journey.

Verint Social Engagement — Part of the Verint Customer Engagement Optimization Portfolio

Verint Social Engagement is part of a patent-protected portfolio of customer engagement optimization solutions that help organizations enrich customer interactions, improve business processes, and optimize their workforces.

Benefit from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.

Verint. Powering Actionable Intelligence®

Americas

✉ info@verint.com

☎ 1-800-4VERINT

Europe, Middle East & Africa

✉ info.emea@verint.com

☎ +44(0) 1932 839500

Asia Pacific

✉ info.apac@verint.com

☎ +(852) 2797 5678

verint.com   twitter.com/verint   facebook.com/verint   blog.verint.com

VERINT®