

# Social Feels

Get actionable insight from social data immediately



Our special algorithms and managed Microsoft cloud services allow you to implement advanced social media listening pipelines that help your marketing and customer service teams understand how people feel about you and your competitors.

## What is Social Feels?

The comprehensive Social Media Listening solution that allows your marketing and customer service teams to analyze Twitter conversations in a nearly real-time refreshed Microsoft Power BI dashboard.



## Why customers use Social Feels

Our Social Media Listening solution helps businesses ;

- increase brand awareness
- engage with customers and discover new sales leads
- Identify influencers and advocates
- understand customer sentiment about your brands or products.
- learn from competitors
- discover new trends and manage crises
- Respond to customer complaints

## Get insight immediately

- Quickly gather and analyze social media data.
- Analyze social data on nearly real-time refreshed Power BI dashboard
- Know what's happening around your business now.
- Learn your customers' feeling about your product or service.

## Advanced Social Listening

- Use readily available managed Microsoft cloud service
- Implement advanced social listening pipelines
- Increase the return on investment in technology
- Reduce the need to manage and maintain multiple internal and external social monitoring platforms

## Tailored towards your needs

- Develop custom social listening algorithms towards your needs
- Discover your special listening keywords and phrases related to your business
- In-depth understanding of specialized topics, which is very important to the success of every customer support or marketing team

# Managed End-to-End Social Media Listening Platform



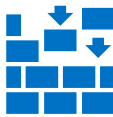
## Who benefit from this solution

- Brands
- Call Centers
- Research Centers
- Marketing Teams
- Digital Agencies
- Customer Service Teams



## Features

- analyze what people talking about your company
- discover the most talked hashtags, users and retweets
- engage with social media influencers to promote your business
- learn sentiment of your audience about your product or brand



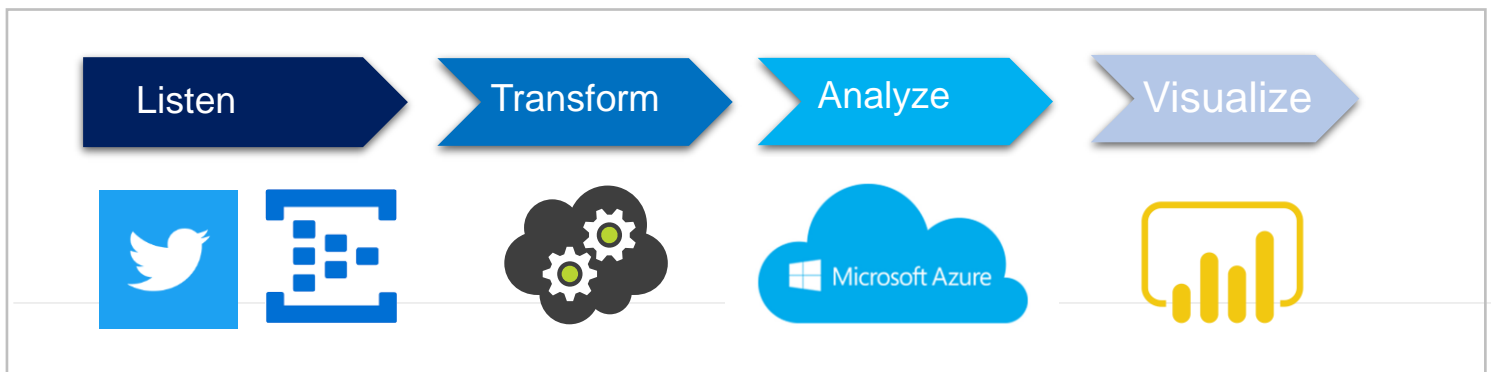
## Our Solution Approach

- Discovery/Analysis
- Design
- Installation and Setup
- Gathering Data
- Custom Use Case Development (optional)
- Cloud Analytics & Dashboard
- Support Service

## Our promise to you

This integration make it possible to build a Social Media Listening platform in the Microsoft Cloud that will improve you;

- return on investment in technology
- sales leads
- product research and innovation
- data-driven culture
- ability to manage the crisis
- marketing decisions based on social data



## Our Social Media Listening Architecture

We are gathering data from Twitter through listening API, then transform and analyze the tweets and visualize on Power BI dashboard

## Why Social Feels?

Social Feels Listening solution does not only allows you to better serve your customers but significantly increases the return on investment in technology by reducing the need to manage and maintain multiple internal and external social monitoring platforms. In addition, reducing the deployment times by leveraging Microsoft cloud service allows you to speed up the delivery and avoid the proliferation of third-party tools for specific needs.