



SMC4 Solution Overview

Social Media Capture, Control, Communication and Compliance



AT A GLANCE

SMC4 enables organisations to protect their brand and reputation, respond to customers faster and deepen customer relationships while managing and controlling all social media interactions to ensure compliance.

SMC4 provides a secure single sign-on console that enables companies to manage both inbound and outbound social media communications and immediately respond to customer needs to ensure two way, real time social media controlled and compliant communication.

Safe Social Engagement

HIGHLIGHTS

- Automatically detects and hides inappropriate social media messages
- Controls and supervises outbound social media messages
- Automatically captures, indexes and archives social media messages
- Automatically routes social media messages to the right teams
- Easily captures all social media messages with a single sign-on client
- Provides comprehensive search and eDiscovery of stored messages
- Analyses the sentiment of social media messages
- Analyses competitors and affiliates to gain market insight
- Integrates with CRM, ERP, Call Centre applications

Protection against Social Media Abuse and Brand Damage

If someone complains, criticises or attacks a company through social media, that criticism can quickly go viral before the company can be aware or respond to the feedback.

Key Benefits

- Protects the brand of a company
- Protects the reputation of a company
- Ensures social media compliance
- Responds to social customers faster
- Builds deeper customer relationships
- Resolves complaints faster

“SMC4 gives us the capability to provide a timely and consistent response to our customers and expedite internal processes to ensure superior service.”

Werner Kruck

CEO, Security First Insurance

Social Media Brand Protection

www.smcapture.com

Inappropriate Communication

Racist Comments
Blasphemy
Rogue Employees
Complaints

Swearing

Sexist Comments

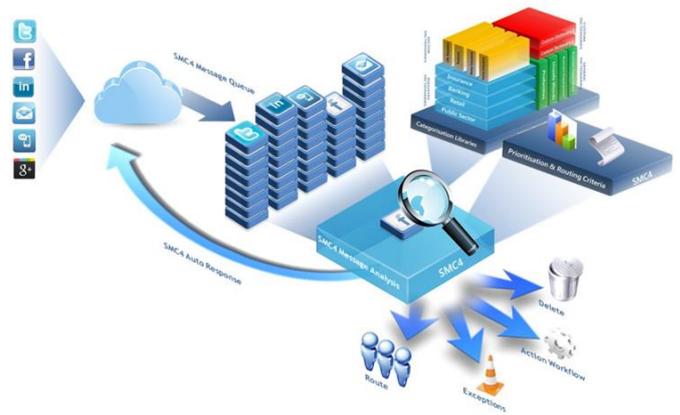
Profanities
CURSING
Protest Groups
cuss
abuse
obscenities

SMC4 automatically detects and captures inappropriate social media phrases and words, such as profanity, racism and sexist communication, protecting your corporate brand. The offending communication is automatically hidden from public view and can be placed in a controlled workflow for immediate review and response.

Minimising Corporate Risk

Ensure Social Media Compliance

Companies run the risk of not meeting compliance regulations by allowing employees to respond to social media messages without any controls in place. SMC4 controls and supervises outbound messages, offering pre-approved and compliant responses and automatically detecting high risk keywords within the message. Any inappropriate message will be automatically routed the message to a supervisor for approval before going back to the customer, thus ensuring that all communications are clear, fair and not-misleading.



Respond To Your Customers Faster

Improve your customer service levels and increase customer satisfaction by responding to your customers, meeting their service level expectations. SMC4 enables you to do this as it has comprehensive in-built social media workflows, ensuring inbound and outbound social media communication follows formal company procedures and processes every time, routing complaints, product enquiries, support requests and more to the right team, integrating with their CRM, ERP and Call Centre applications to quickly understand who the customer is and resolve their message quickly.

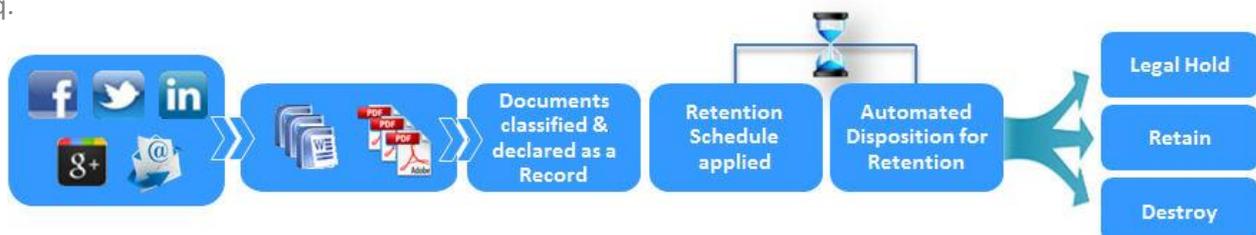


Build deeper relationships with your customers

Improve your customer engagement and build deeper relationships by publishing relevant content to your customers and communities at the right time. SMC4 enables private and public messages to be scheduled for release at specific dates and times, or messages can be evenly distributed in the social media calendar, maximising social media communication and coverage. SMC4 also checks and controls what is scheduled for release, ensuring social media content is appropriate and approved for release. Furthermore, SMC4 has the ability to connect to competitive and affiliate social media sites, providing real-time market insight.

Protect Your Most Valuable Assets

Protect your social media and ensure your company is defensible. Protect sensitive information and keep it safe by managing your data through its lifecycle in a controlled and compliant way, by applying legal hold rules, retention rules and destruction. SMC4 provides fully integrated Records Management capability to control to the end to end life cycle of each individual social media communication. SMC4 Records Manager provides policy based document retention that complies with formal Records Management standards such as DoD 5015.2, TNA, DOMEA, VERS, ISO 15489, and MoReq.



More Information

Website: www.smcapture.com
Email: sales@integritie.com

