



SOCIAL MEDIA MANAGEMENT

7twenty's Social enables you to easily monitor your social accounts and blogs. Tracking and analyzing new customer questions and queries in real time, it allows you to provide quick responses and deliver an advanced customer experience, while performing ongoing reputation management.

In today's online dominated business landscape, social media plays an increasingly important role in organizational marketing and sales strategy. However, continuous management of your social media campaigns poses a real challenge; which, if handled incorrectly, could lead to irreversible damage to your corporate image.

Providing you with accurate and relevant customer insights, 7twenty's Social encourages data driven decision making and promotes the achievement of business goals. It positions your organization as innovative and in sync with customer mindset and increases customer loyalty and exposure to new audiences, thereby further monetizing your business.

A single platform for social media service management, 7twenty's Social turns your social accounts into a growth engine, with a minimum maintenance and infrastructure requirement.

TECHNICAL FEATURES

- Supports all kinds of channels: Facebook, Messenger, Twitter, YouTube, Google+, Instagram, etc.
- Single platform for social accounts, blogs and forums monitoring
- Queue management according to predefined rules
- Real-time social data analysis and reporting
- Seamless escalation of social communication to a live conversation
- Measuring service efficiency according to various parameters