ORACLE SOCIAL

ORACLE SOCIAL CLOUD
SOCIAL RELATIONSHIP MANAGEMENT

KEY BENEFITS

- Capture relevant information from across the web and social channels
- Save time – quickly hone in on what really matters
- Cut through the noise to track key topics, trends, and influencers
- Track perception, sentiment, and relevant conversations across different social media channels
- Route and respond via the most effective channel for your customers and business
- Prioritize and proactively engage in social conversations
- Improve productivity, response times, and ROI
- Uncover new product ideas before competitors do
- Reduce brand risk
- Provide an improved and unified brand experience

SE&M CAPABILITIES

LISTEN

- Advanced, LSA Technology
- 700+ Million Messages Daily
- Routing & Auto-Categorization
- Influencer Identification
- Custom Topics & Indicators
- Publish in 31 Global Languages
- Advanced Listening in 19 Global Languages

ENGAGE

- Respond in Real-time
- Enterprise Routing
- Customer Service Response

ANALYZE

- Interactive Dashboard
- Dynamic Link Tracking
- Integrated w/ Third Party
- Multichannel ROI
- Multiplatform View

A component of Oracle Social Cloud business solutions and Oracle Social Relationship Management, Oracle Social Engagement & Monitoring (SE&M) provides the foundation required to adapt to how customers share information about your brand in the age of the empowered consumer. Listen to what customers are saying, identify key influencers, and keep tabs on your competitors. Engage in the right social conversations that impact your or brand, route them to the right channel or team, and track the progress. Measure key indicators and trends to improve your business. Best of all, you can do it all from a single interface that's integrated with the systems you already use to run your business.

Be Insightful: Listen to Your Customer's Opinions

Customers are constantly sharing their views about what they want and need, what they like and dislike, and what matters most to them. Companies that listen to their customers can offer better products, create more-targeted messaging, and learn how to best engage with the right customers in the right place at the right time.

By employing intelligent social listening, which has become increasingly critical to understanding customers' intentions, brand managers can:

- Create better marketing campaigns, products, and services based-on real-time customer feedback
- Manage interactions across all channels, including sales, marketing, and service
- Correlate customer data and intelligence to guide meaningful and timely responses
- Deliver a unified brand experience to customers and prospects

Deeper Listening: Eliminate Dirty Data for Precise Insights

At any moment, there are millions of social conversations flying across the ever-expanding social web. The vast majority won't matter to an organization, but many listening products deliver that non-essential data as results—creating a dirty data dilemma. Oracle SE&M listens across more than 40 million sites (social media networks, message boards, blogs, consumer review sites, and video sites across the globe) with access to more than 700 million messages daily. Oracle's advanced semantic listening cuts through the noise to expose contextual meaning. It delivers more accurate, precise and relevant insights.

Precision Listening & Processing
- Latent Semantic Analysis (LSA)
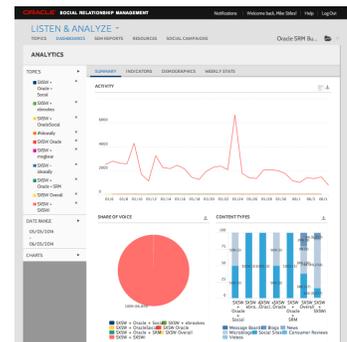- Sentiment Analysis
- Global Data & Listening

Actionable Data
- Influencer Identification
- Automatic Categorization
- Enterprise Routing

Ease of Use
- Topic and Dimension Discovery
- High Volume Optimized Engagement

Response Management

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"With the global social networking audience reaching 2.33 billion by 2017, there is no doubt that successful businesses need to be globally social," said Meg Bear, Group Vice President, Oracle Social Cloud. "Removing language barriers is critical to improving an organization's social listening, learning and engagement capabilities. We are committed to supporting and expanding our global resources to help our customers deliver better service to their customers worldwide."

LSA-Powered Technology: Beyond Standard Listening Metrics

Oracle SE&M listens (captures and monitors) across more than 40 million sites globally, accessing more than 700 million messages a day. Through our advanced semantic listening capabilities -- keyword + Natural Language Processing (NLP) + Latent Semantic Analysis (LSA), along with a proprietary algorithm – we are able to deliver relevant results that can then be enriched (through Indicators, Themes, Terms and Sentiment) to deliver targeted insights. Those insights can then be routed, engaged and analyzed.

Oracle SE&M capabilities go well beyond keyword and Boolean to reveal actionable insights like consumer intent, product likes/dislikes, and customer service issues. Oracle delivers the insights that are most important to an organization to empower action at the speed of social.
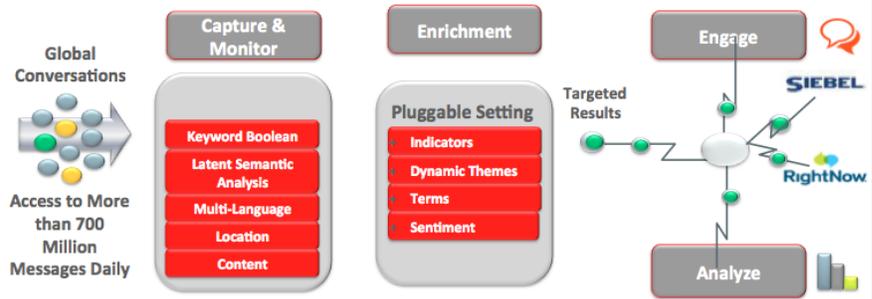
Global Social: Global UI, Advanced Language Listening & Data

Social media has broken through regional, country and cultural boundaries to reveal a globally connected world. For many businesses, their customers span the globe and are interacting across various social networks, in different languages, and from different locations. To succeed in today's global world, an organization's social solution has to listen, engage, publish and learn with no location or language barriers. Oracle Social delivers robust global capabilities, including localized UI in 31 languages; advanced listening in 19 languages, including Chinese, English, Russian, Spanish and Portuguese, Bahasa, Danish, Finnish, Norwegian, Polish, Swedish, Thai, and Turkish; growing global data sources including networks like China's Sina Weibo and Baidu; and Latin America's Reclameaqui and Vostu. Oracle Social will continue to aggressively expand its global capabilities and resources.

Social Everywhere: Complete Integration

Integration between Oracle SE&M and Oracle Social Marketing, another component of Oracle Social Relationship Management enables direct links to customer insights, trends, and feedback based on ongoing social marketing campaigns, content, and messaging—all from a single interface. It's a complete approach to social that's built for the way social brand teams work: linking listening, content creation, community management, and analysis of a company's social media efforts in one place.

Knowing social isn't the only channel you use to interact with customers; Oracle Social Relationship Management is integrated with Oracle CX solutions like Eloqua, RightNow, ATG, Siebel, and more. Whether that's routing a social complaint to service, leveraging social insights for stronger marketing messages, or listening across social media for cues to better product development, Oracle Social Cloud can help you realize the power of social.

For more information: Visit www.oracle.com/srm or call 1-800-633-0738

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