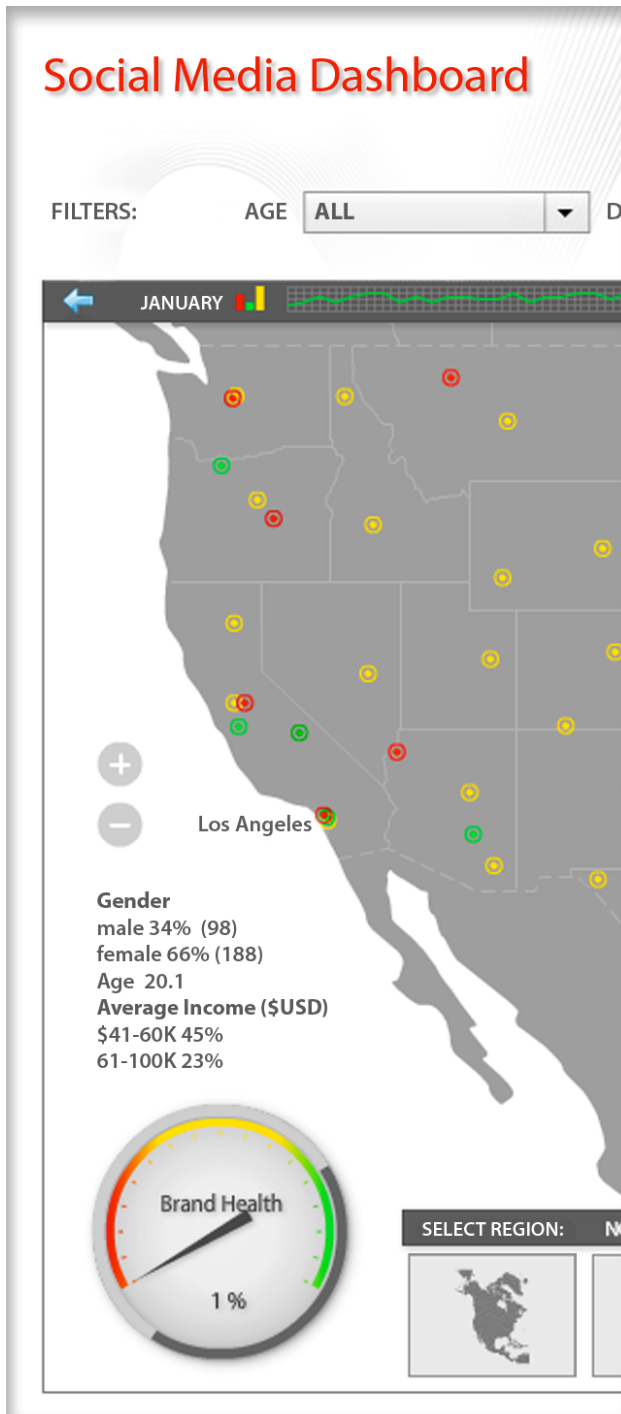




Powerful Social Media Interaction Platform For The Enterprise



## A Revolutionary Social Media Monitoring And Response Tool That Helps Manage Your Online Brand Image.

Engaging with your customers through social media sites can be expensive, time consuming, and overwhelming. The importance of social media, however, is forthright, and the success of your brand relies on the interest of your consumers. The intelligent use of social media within the scope of your company can make or break your reputation, which is why we created PostQ™.

PostQ™ monitors more than 180 million sites and blogs to hone in on chatter about your organization. **Beyond simply monitoring, it directs relevant comments to a specialized individual—one of your representatives or one of ours**—who can quickly determine if a response is needed and can take necessary action.



Take control of your social media mentions.

## Monitor And Respond

PostQ™ augments your existing voice and e-service channels by routing targeted social media interactions for immediate response.

PostQ™ also enables you to:

- » Leverage reports for strategic planning and competitive insight
- » Recognize “hot issues” that require immediate response
- » Identify opinion leaders and social influencers for marketing outreach
- » Use consumer feedback to develop products and services
- » Gauge effectiveness of marketing programs
- » Protect your corporate name and brand image

PostQ™ allows you to handle social media posts the same way you treat calls and emails within your contact center, queuing them up to a knowledgeable agent who is empowered to represent your brand and company.

## Social Media Command Center

- » Monitor more than 180 million sites and blogs for a complete view of your company’s brand health
- » Connect relevant mentions to a customer service specialist using PostQ’s natural language speech recognition and intelligent routing.
- » Generate custom reports of your online presence for quick and easy comprehension
- » Interact with consumers across any or all online social networks
- » Integrate social media mentions seamlessly into your contact center



Whether the conversation involves a current customer, an influential advocate, or someone who is on the fence about choosing you versus one of your competitors, PostQ™ measures each person’s sphere of influence, determines the relevance of the content, and turns your social media presence into a scalable and integrated piece of your customer service and marketing departments.



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