

iweSocial Listening Command Center

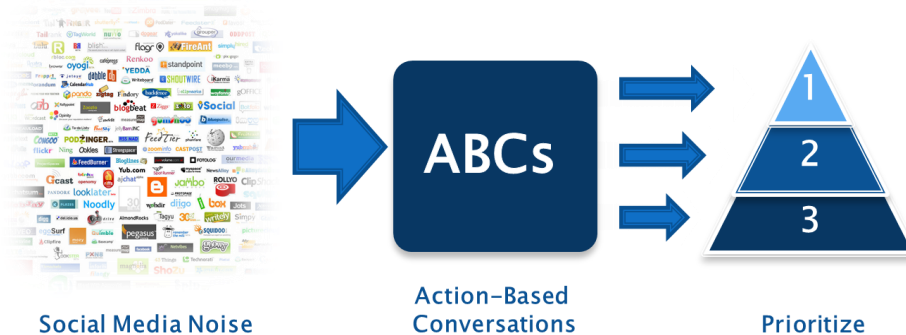
Monitor | Measure | Engage

Monitor, measure and engage in social activity around your brand and market.

Organizations today want to leverage Social Media Command Centers for brand reputation management, crisis communications, customer support, market research, marketing measurement and consumer engagement - all in real time. The iweSocial Social Media Listening Command Center is an always on listening facility that combines our expertise with leading social listening platforms and proven processes to provide our clients with a best-in-industry, Social Media listening service.

Listening ABC's and 123's

iweSocial works with your organization to create an Action Based Conversations (ABC's) and Prioritization (123's) listening policy. This listening policy is then used to drive engagement, improve customer-care, manage and protect your brand, and drive operational efficiency.



Customer Benefits:



Consumer engagement
Manage and grow your community, and easily identify and engage with influencers.



Customer service
Solve customer support issues quickly and efficiently, turning potential issues into brand advocacy.



Crisis containment and communications
Identify crises in the making and communicate effectively, before they escalate.



Real-time content creation
Create real-time content based on what's happening now.



Product innovation
Innovate your products and services in conjunction with your social community.