

# MarketTools® CustomerSat™ Social Media Manager



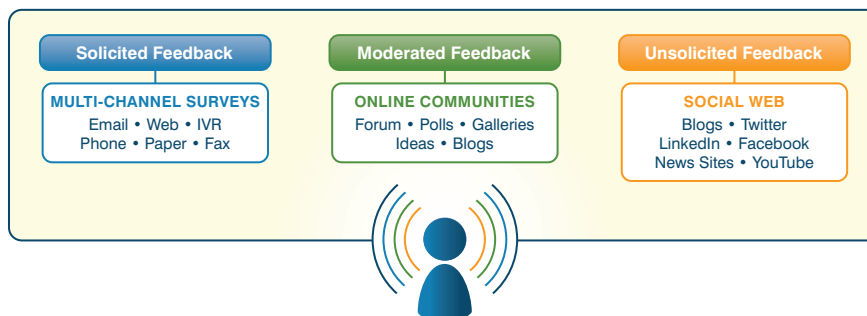
## Listen to the “Voice of the Customer” in Surround Sound

Social media is fundamentally changing the way that companies engage with customers. The sheer volume of conversations now happening about your organization and industry through blogs, social networking sites and forums is at once exciting and overwhelming. Unlike solicited feedback derived from surveys, social media feedback is noisy, unpredictable and very public. If you’re not listening to—and more importantly, engaging in—these conversations, you’re missing a large piece of the customer feedback puzzle.

MarketTools CustomerSat is the only Enterprise Feedback Management (EFM) solution that provides comprehensive access to customer feedback across enterprise survey programs and social media. With MarketTools CustomerSat Social Media Manager you gain access to the most powerful social media monitoring, analysis and engagement capabilities available through any EFM solution; enabling you to:

- Engage with your customers to improve customer loyalty
- Rescue at-risk customer relationships
- Identify new sales opportunities
- Reduce the volume of costly contact center interactions
- Manage brand perceptions and Word of Mouth
- Gather product feedback

## Listen to Customers Across All Feedback Channels



## The Most Robust Social Media Capabilities

Monitor & engage via:



## Get More Value from Customer Feedback

### LISTEN

across all feedback channels

### ANALYZE

relevant insights in real time

### ACT

on feedback when it matters most

## A 360-Degree Customer Feedback Solution

MarketTools EFM solutions enable you to listen, analyze, and act on customer feedback, so you can increase competitive advantage and improve business results. Conduct satisfaction surveys at any customer touchpoint, in any language, and using any deployment model including web, email, phone, SMS, IVR and paper. CustomerSat Social Media Manager expands your Voice of Customer program to include the vast array of social media data sources available across the social web, including blogs, forums, Twitter, Facebook, YouTube, news feeds, and more. Combined, these approaches provide a 360-degree view of customer feedback so you can quickly identify what is working and change what isn't in order to win new business and retain customers.

### Listen in Surround Sound

No other Enterprise Feedback Management solution offers greater access to the conversations taking place online about your products, services, and competitors. With MarketTools CustomerSat Social Media Manager, you can monitor social media content in 10 languages from hundreds of millions of individuals. To make sense of this vast sea of information, our solution uses advanced search algorithms to cut through the noise and deliver the social media posts with the highest relevance.

Listening to social media feedback extends your early warning network, enabling you to target emerging customer issues before they become bigger problems and identify opportunities that can provide a competitive advantage. You can also learn what matters to potential future customers and what they think about competitor offerings by capturing feedback from audiences outside of your customer survey programs.

You can also create and gather feedback from your own private online communities complete with polls, forums, blogs, idea voting and galleries. Use MarketTools Community Manager to quickly and easily create an online community, open a dialog, and explore concepts and ideas in real time. Together, MarketTools CustomerSat Social Media Manager and MarketTools Community Manager provide everything you need to be fully engaged on the social web.

### Analyze and Compare Social Media Results Side-by-Side with Survey Metrics

Powerful, out-of-the-box analytics give you the ability to slice and dice your social media data and view it through different lenses in order to:

- Identify key issues, trends, and influencers
- Measure volume, sentiment, and share of voice vs. your competition
- Compare sentiment in social media against survey satisfaction metrics
- Compare topics across customer survey verbatim comments and social media sources
- Track your marketing buzz so you can assess the impact of your campaigns

The MarketTools CustomerSat EFM platform brings social media data together with survey data so you can gain insights by comparing data across feedback channels. For example, comparing social media sentiment metrics with satisfaction and loyalty scores

## Close the Feedback Loop

### Engage Promoters



"Just settled my claim and got more \$ than expected! Loving ABC Auto Insurance!"

*about 1 hour ago from Tweetie*

#### Potential Actions:

- Respond publicly via twitter to thank them and let others know you're listening
- Forward to marketing as potential testimonial for web site.

### Save At-Risk Customers



"My insurance claim with ABC Auto is taking forever—can anyone suggest a better insurance company?"

*about 1 hour ago from Tweetie*

#### Potential Actions:

- Respond publicly via twitter to let others know you're on top of the issue
- Respond privately to get information for claims rep to immediately follow up and speed issue resolution

from your surveys allows for deeper insight into the drivers of customer loyalty. In addition, social media insights can be used to shape your survey questions, so you can accurately quantify the relative importance of different issues that customers comment about.

### Take Action: Lead the Conversation and Respond to Issues

MarketTools CustomerSat Social Media Manager enables you to proactively address service requests, engage with customers, track the competition, and find new business opportunities faster and more easily than ever before. You'll be the first to know what is being said about your company, empowering you to take action immediately.

Social Media Manager lets you set up email or IM alerts—either as-it-happens or at regular intervals—to stay on top of new social media activity that's most relevant to your organization. By following up with the individuals driving the conversation online, you can effectively augment the influence of promoters and mitigate the impact of detractors by providing valuable information or assistance. In addition, the very act of responding can show others that your organization has a focus on customer satisfaction.

Powerful action management capabilities enable you to quickly respond to social media feedback using:

- Email alerts on the most relevant posts, with direct links to view them in context and respond
- Workflow tools that make it easy to assign posts to team members for follow up and track the actions taken
- At-a-glance metrics to gauge the social media audience reached by an individual post
- Tags to identify new posts from the same individual
- Activity summary reports provide immediate visibility into team member responses to ensure appropriate follow-up for key conversations

### Extend and Enhance Your Customer Feedback Program

Social Media Manager is available as an optional capability within MarketTools CustomerSat. To help you get started on a fast track for success, our Enterprise Feedback Management consultants offer setup assistance, training, and best practices advice to optimize your social media strategy. Our experienced EFM professionals can also help you compare insights across solicited and unsolicited feedback, so you can improve your ability to attract and retain loyal customers, and get the most from your investment in customer feedback.

To learn more or schedule a demo, call us toll-free at 800-372-7772 or visit us online at [www.markettools.com/customersat](http://www.markettools.com/customersat)

## About MarketTools CustomerSat

MarketTools CustomerSat is a Web-based Enterprise Feedback Management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of EFM consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

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### About MarketTools, Inc.

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit [www.markettools.com](http://www.markettools.com).

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