

# Decisyon/Engage

Connecting you to the voice of the market

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Decisyon/Engage transforms social data into a company asset – Dramatically improving your ability to quickly respond to ever-shifting social conversations, customer concerns and trends.



- Transform social data into a company asset.
- Enable all brand departments to socially influence purchase decisions.
- Integrate traditional customer service with social caring.
- Identify customers who are fans (or detractors).
- Enrich customer profiles with social-graph information.
- Correlate social behaviors with purchasing/churn behavior.
- Leverage the power of social as a real-time trigger for CRM actions.

## The value customer are reporting

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The Decisyon/Engage social caring solution improves customer service agents' productivity – Saving time and money while increasing customer satisfaction.

**100%** conversation coverage guaranteed.

**30%** improvement in time to handle a complaint/lead.

**50%** reduction in internal team interactions needed to solve problems.

**4** hours reduction of training required to get a full team ready to work.

**10%** savings in social customer service headcount.

The Decisyon/Engage social intelligence solution improves decision makers' ability to react as quickly as required by the social world.

Reduce by **40%** the social marketing expense needed annually to get organic growth rate up to speed.

**Double** the number of your social influencers.

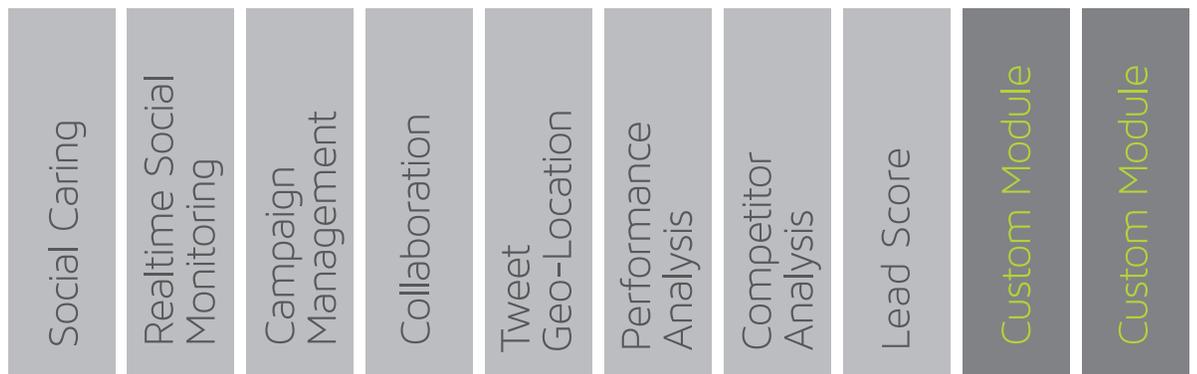
**Gain 10%** increase in social market quotes against your competitors.

**Double** the percentage of active fans in relation to your total fans/followers.

**Reduce by half** the percentage of complaints and increase your leads.

## Solution Architecture

### Data & Operations Mashboards



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### Platform



#### CRM Systems



#### Enterprise DBMS



#### Social Networks



Decisyon/Engage is not the usual hard-coded Social CRM solution. It has been built on the Decisyon 360 platform and inherits all the BI, planning and social collaboration benefits for managing big data. While the volume of social inputs is increasing, the ability of companies to react is becoming slower. To become as agile as possible, organizations need to transform unstructured data into actionable insights and make them available in a collaborative environment, so that different departments and individuals can be engaged quickly.

Decisyon/Engage uses social processes to create and communicate solutions and to convert them into actions. The Social Collaboration functions allow the creation of a team that is able to work on problems, assign tasks, gather data and analyze information. Collaboration functions provide the capability to solve and manage business problems rapidly and to organically involve all employees, managers, suppliers, customers and prospects, thus increasing active participation.

The social customer world (made up of tweets, social advertising and influencers) cannot be managed by companies that are neither social enough to be reactive nor collaborative enough to build a unique social data warehouse connected to all internal data systems. The velocity of inputs coming from social media is increasing; companies need to manage the inputs effectively, especially customer complaints and negative “flames.”

But companies are built through silos: silos of data, silos of skills, and silos of software solutions. This makes them slow to react because there are typically separate monitoring points for each channel and it takes too long to execute on issues. The solution is to have a technology that gathers and analyzes all social data, structures it and enables collaboration based on data. A company that wants to be social with its own social customer base needs to be social starting from the inside.

Decisyon/Engage is the solution because it enables Social CRM and Collaborative Decision Making functionality to work together in a unique data platform in order to have an exponential positive effect (the SN<sup>2</sup> -- social network squared effect) on both internal and external social.



## KEY ADVANTAGES

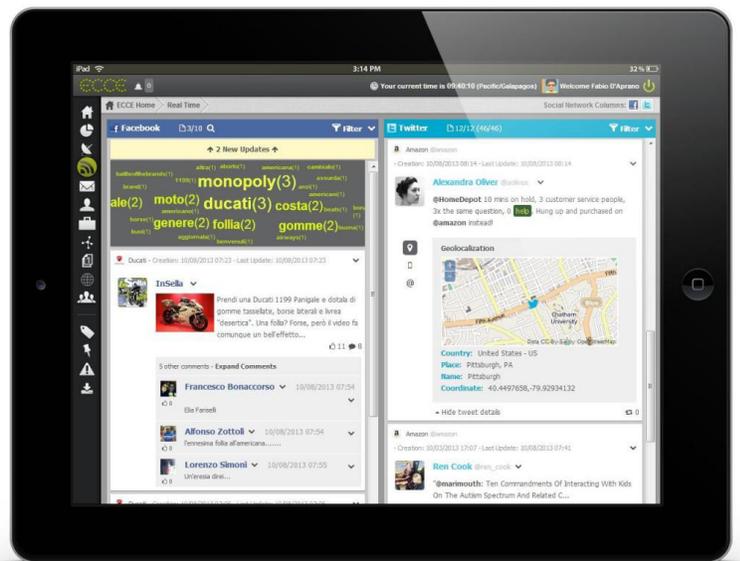
- **Integrate CRM** by leveraging customer service through a uniform social caring interface; combining social network analytics, social monitoring, social caring, and social CRM processes in a single product; connecting social data with enterprise CRM systems; and linking data mining and recommender systems to sales, marketing, and CRM processes.
- **Gain customer insight** by enriching customer profiles with social information and reconciled transactions (including telephone numbers and use of fidelity cards).
- **Outmaneuver competitors** by monitoring their social presence and activities and gaining an understanding of their strategies and anticipated next moves.
- **Drive innovation** by using activities of fans/followers to reveal marketplace trends and contribute to product development.
- **Launch marketing and promotional campaigns** and rate leads for their propensity to buy or churn.
- **Monitor** the social reputations of your products, brand, and competitors across social media.
- **Influence purchase decisions** by engaging top influencers and making them your advocates; and by creating a set of influencers in new brand-owned communities.
- **Predict campaign ROI** and measure the effectiveness of marketing and promotional campaigns.
- **Build brand loyalty** through social conversations with customers and influencers across the value chain; and create a reward engine for engaging influencers.
- **Gain ecosystem insight** by identifying active partners/retailers/suppliers in the business value chain.

## Decisyon/Engage Modules

### SOCIAL CARING

*More than 30% of your customers will contact you on social media for customer service or for product requests. Use Decisyon/Engage to interact with customers and fans, and recreate in the cloud the same approach used in traditional customer service channels.*

- Manage different Facebook pages and Twitter profiles in the same user interface.
- Get real-time access to the history of fan/follower interactions.
- Allow multi-user collaboration.
- Create teams, super-users and roles.
- Define and manage workflows.
- Comment or respond.
- Get performance reports.
- Tag fan/followers as recommenders or detractors.
- Score the influencers.
- Manage private messaging.
- Set up alerts for competitors' conversations.
- Identify the top influencing followers through Klout Score.
- Receive in real-time all tweets containing an identified word or a particular hashtag.
- Manage activities or priorities in a particular place.



## SOCIAL INTELLIGENCE SERVER (SIS)

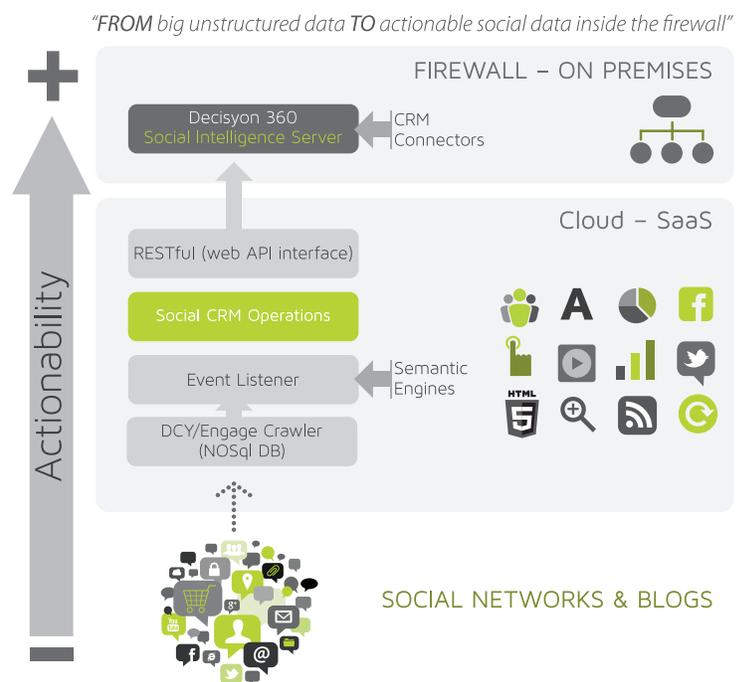
*In the last few years, your company has likely invested millions to manage a multitude of fans and engage in billions of conversations. Where is all this information? Have you updated your customer databases? Have you combined this information with your legacy data? Have you transformed this big data into a company asset? Decisyon/Engage's Social Intelligence Server (SIS) enables companies to bring all of their relevant social data currently dispersed in the cloud back inside their firewall – ready for integration with data about fidelity card programs, call centers, and other critical information.*

- Get relevant data cleansed, normalized, and organized in a social data warehouse.
- Collect years of granular information and query it when you need to.
- Create your own dashboard using our power-user solution to manipulate social data.
- Upload your relevant legacy data and integrate it with your social data.
- Collect in a unique data warehouse all data coming from your social and mobile applications.
- Use our APIs to link your enterprise workflow processes and applications.
- Apply your own and trusted sentiment algorithm to the SIS data and enjoy the flexibility of Decisyon to build your own brand reputation dashboard.

### How does it work?

Most companies are satisfied to have access to smart and powerful applications in the cloud, especially if they need to manage operations to and from social networks. But if you want to go to the next level, like connecting real-time social data with legacy systems, that's a different story. The challenge is integrating social data with sensitive transactional information about customers.

The data that you need to move into the cloud is huge, unstructured and often redundant. Decisyon/Engage provides extensive functionality for cleansing, mapping and representing social data in order to provide companies only the relevant information needed for integration. Therefore, with our Social Intelligence Server, which can be installed on premise or in your private cloud, we use the most advanced technologies to push information into a social data warehouse, almost in real-time. The basic data schemas are created in advance, and they automatically flow from the cloud into the firewall.



The SIS is built on the Decisyon 360 platform and inherits all its Collaborative Decision Making features like collaboration, workflows, tasks, chat, and business intelligence. From the beginning, you can upload your cleansed social data and day by day create your social data asset for future integrations.

For example, if you are using our social caring solution in the cloud, you can hourly retrieve and upload the relevant actions and profiles directly into a cube of your social data warehouse where you can query and use this information for correlating other channel activities.

We start from terabytes of unstructured data to deliver gigabytes of structured and cleansed information. You can do the same for campaigns, or mobile applications with a social login. You are creating a company data asset at the same time you are engaging your fans or followers. Decisyon/Engage is agnostic in regards to semantic engines, so it can work with any CRM technology or semantic tool you are already using.

## REAL-TIME SOCIAL MONITORING

*Stay on top of the social forces shaping opinions, interests and behaviors for your company and products - and those of your competitors.*

- Measure virality of fans and brand contents.
- Identify key influencers and determine if they are active on competitors' fan pages.
- Download data into Excel or export dashboards.
- Use social indicators to measure the effectiveness of marketing campaigns.
- Measure social market distribution.
- Monitor multiple accounts through a single access point.
- Aggregate fan pages to measure corporate performance.
- Create charts, tables and reports to track trending over time.
- Drill down into data to get deeper insights.
- Customize key performance indicators (KPIs) and dashboards.
- Create a comprehensive view of the social strategies being used by competitors.
- Easily identify fans who overlap across multiple fan pages - even competitors.



## CRM ENRICHER

*The Decisyon/Engage Enricher provides companies the ability to create permission-based social data without the user having to complete complicated forms using our customized social login applications.*

The Social Login allows users to register on your website through an already existing social account like Facebook. A few minutes after a social login, the Decisyon/Engage analytic engine on your website will map in detail the social graph information (demographics, interests, activities and social connections) that the user decides to provide (observing all privacy requests).

- Reconcile fans with customers, web users or fidelity card owners.
- Enrich customer profiles with fresh social graph data.
- Create dashboards and reports based on information such as user demographics, interests, activities, and locations.
- Improve targeting capabilities without violating the privacy conditions supplied by the user.
- Collect all the social graph data in the social intelligence server.
- Correlate social influencers with CRM segments for better targeting.

## INTEGRATED VIEW

	Low	Med	High	Prospect
INFLUENCER				
FOLLOWER				

## SOCIAL CAMPAIGN MANAGEMENT

*Control the design, implementation and management of social marketing campaigns within a single environment.*

The Decisyon/Engage Social Campaign Management module helps you identify the best marketing themes, channels and targets, and plan the best date and time for launching your online promotional campaigns.

You can specify the details of each campaign, schedule the launch, manage your costs, create your content, and measure the ROI. This module works along with other modules to monitor what is happening and maximize your return on the campaign.

- Schedule online promotional campaigns on one or more social networks.
- Create campaigns that bundle different content on different channels.
- Monitor results in real-time and estimate the ROI.
- Monitor over time trends and the virality of campaigns.
- Evaluate the best social network for specific types of content.
- Determine the best time of the day to schedule promotions and messaging using visual-presenting information via dashboards.
- Get control and measure campaigns for typology.