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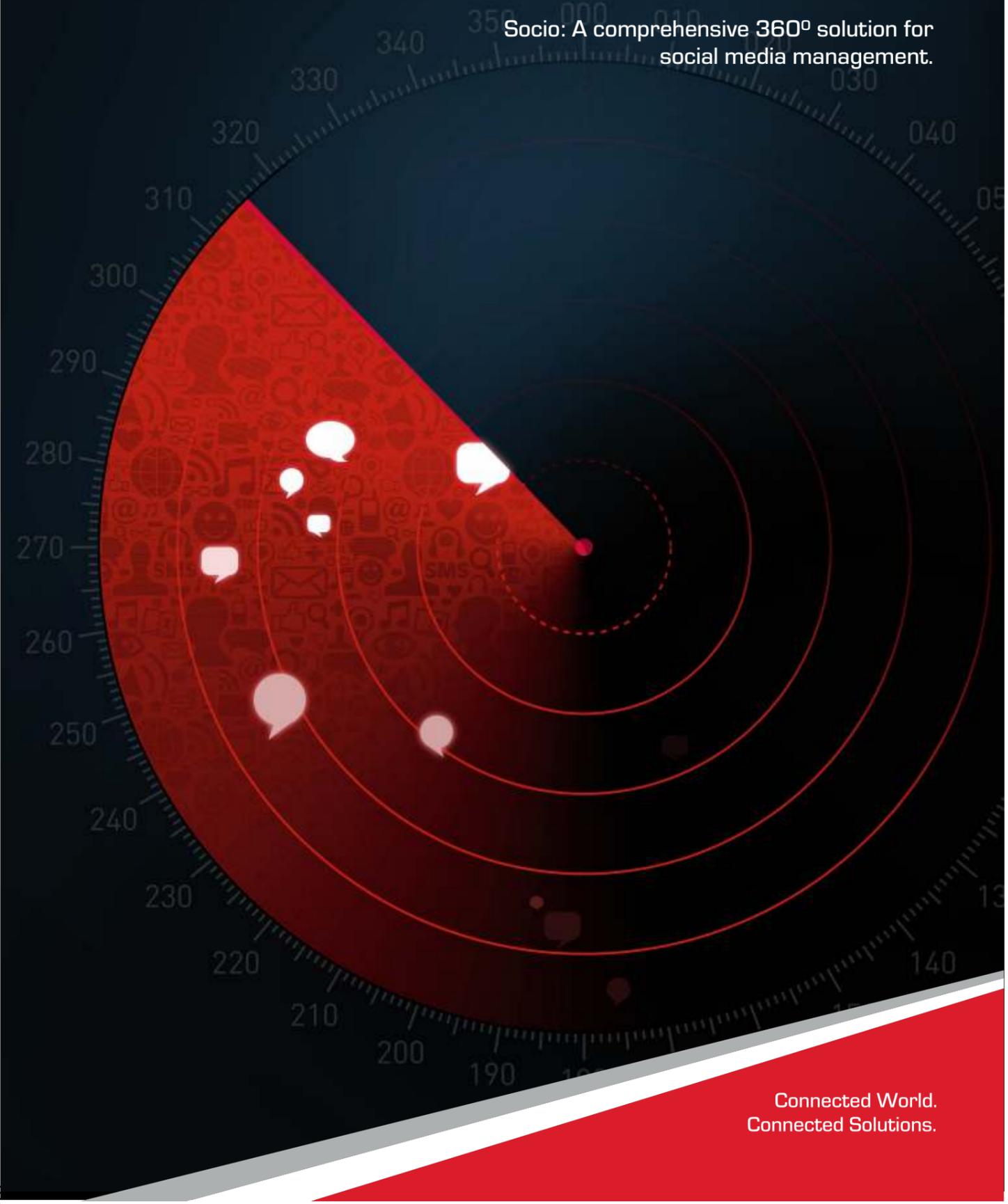
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Scan and analyze the conversations about your brand

Socio: A comprehensive 360° solution for social media management.



Connected World.
Connected Solutions.

Your guide in the world of social media

Social media is becoming more important to organizations everyday. It's the preferred medium of communication for consumers and being active on social media is critical to build relationships with your online community. There are hoards of tools in the market to monitor social media. But organizations still suffer from poor, un-actionable analytics, lack of a one-stop shop and the inability to scale-up with small vendors. Presenting Socio, a social media platform solution that helps enterprises with actionable insights and proactive solutions in a world of multiplying factors and multiple interaction points.

A comprehensive BPaaS platform

Welcome to a platform, which can perform all social media tasks like crawling, analysis and tag posts, response generation, crisis monitoring, advocating influencers and creating business intelligence reports. We deploy our experienced social media customer service officers on our best-of-breed platform to provide an end-to-end solution.



Benefits of Socio

Our social media solution caters to the adjacent key business needs:



Key Features

- NPS based analytics with the ability to drill down to drivers and flesh out actionable insights.
- Competitive benchmarking capabilities to enable you to track your strengths and weaknesses relative to competitors
- Language capabilities that enables NLP analytics to be done in languages like Spanish, German, French and Dutch etc.
- Automated post prioritization ensures engagement with high priority posts first and ignores 'junk' posts
- Built in business rules engine facilitates routing to category specific agents to ensure efficient engagement based on vertical specific processes

Case Study

We helped a Philippines based wireless leader in going social for its customer support operations at a reduced cost and helped it engage better with its 25 million subscriber base.

Results

- Better engagement with 25 million subscriber base
- Seamless transition from their earlier complex 2-product environment
- Support to 100,000 monthly transactions on Facebook and Twitter
- 1 hour TAT at almost 100% SLA

Differentiators of Socio

- Built on the most accurate sentiment engine that gives a view of promoters and detractors
- Vertical Specific taxonomy: Built from the ground up for each vertical to provide specific, actionable insights
- Crisis Management: Monitor select "potential viral" posts and categories overall to pre-empt social crises and take preventive measures accordingly



Connect with us to know more:
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