Microsoft Social Listening

Microsoft Social Listening is a powerful new service that your organization can use to monitor social media channels like Facebook and Twitter. Use Microsoft Social Listening to track products, brands, competitors, and campaigns globally and in real time to gain a true understanding of your customers and your business across the social web.

SCENARIOS FOR MICROSOFT SOCIAL LISTENING

Social for Marketing

- Campaign monitoring: understand what people think of your marketing messages on social media in real time.
- Brand and product sentiment: learn what people really feel about your business.
- Top influencer tracking: Identify who is most actively talking about your brand, products and services and how influential they are.

Social for Sales

- Target account tracking: Monitor key developments at your top accounts.
- Competitive intelligence: Gain important insights about your competitors.
- Social buying signals: Spot purchasing signals and generate leads from the social web.

Social for Service

- Real time alerts: quickly identify customer issues and trends.
- Social customer service: engage with customers and resolve issues across the social web.
- Display social charts and posts within Dynamics CRM dashboards or accounts.

Microsoft Dynamics

Microsoft Social Listening

Social has changed the way people engage and communicate. Today's customers are more informed and getting their information in new ways and from new sources. Decisions are influenced by discussions online and user reviews. In fact, 75% of B2B customers are likely to use social media to influence their purchase decisions, and customers are over 60% of the way through the sales cycle before they contact you. Most of today's social listening tools, however, are so complex and expensive that they're only available to an elite few —which means relevant information rarely gets to the front lines who need it. At Microsoft, we believe this valuable information should be available to everyone.

HIGHLIGHTS

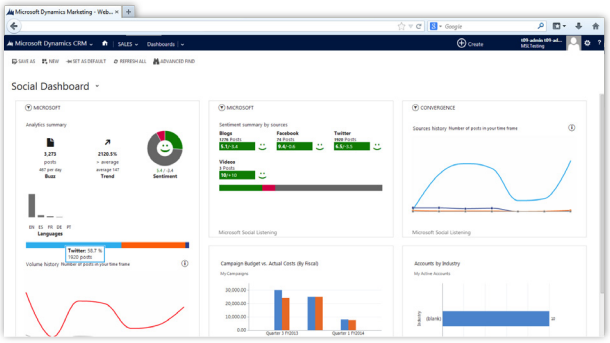
- **Sophisticated Alerts.** Microsoft Social Listening allows you to detect trends and listen for specific posts to keep you informed.
- **Native Language Sentiment Analysis.** Sentiment analysis in the native language so you won't miss cultural cues.
- **Social for Everyone.** In contrast to others, our design is built to integrate directly with Microsoft Dynamics CRM.
- Value. Social listening is included with CRM Online Professional licenses.*
- **Easy to use.** The intuitive user interface looks just like Microsoft Dynamics CRM so you don't have to be a social power user to use it.
- **Accessible from O365 platform.** Can be purchased and administrated on Office 365. We support single sign on through Office 365, no additional login and credential are needed.
- **Azure cloud based service.** Provides a high availability and excellent support. Customers will automatically profit from future developments of the Azure platform.
- **Comprehensive data.** Full coverage of YouTube, Twitter, Facebook, blogs, videos and news sources (real-time acquisition).**

NOTABLE FEATURES

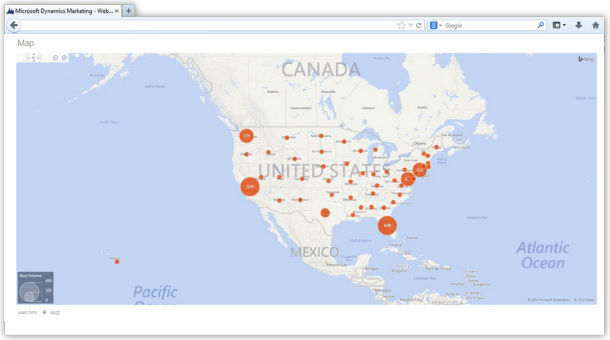
- Easy to understand Dashboard shows volume of conversations by language, sentiment and channel.
- Interactive, visual analytics for easy insights and understanding
- View posts and reply in-line to Tweets.
- Early warning alerts to quickly identify customer issues and trends.
- Track conversations over 1000s of sources including Twitter, Facebook, blogs, videos and news.**
- Top influencer tracking lets you see who is talking most about your topic.
- Gain deeper social insight with the ability to track and analyze by geography.
- Supports 19 languages and analyzes sentiment natively in six languages—English, French, German, Spanish, Portuguese and Italian.

* Included with CRM Online Professional Licenses. Minimum of 10 seats. Includes 10,000 posts per month.

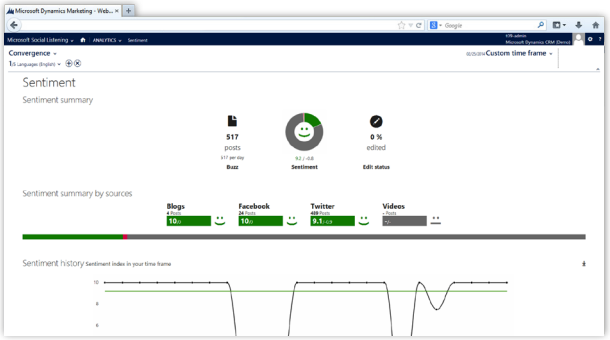
** News coverage is limited to the following languages: English, French, German, Spanish, and Portuguese.



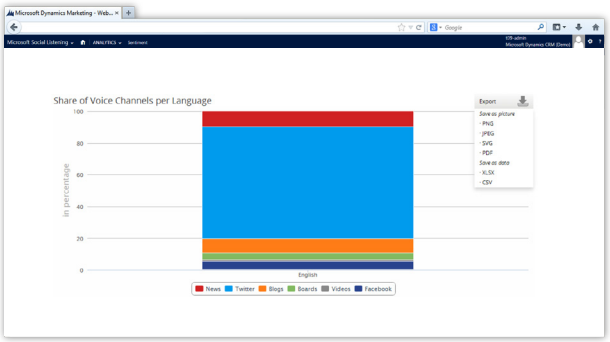
Social insights embedded within CRM



See where social conversations are happening and analyze by geography



Sentiment analysis in the native language so you won't miss cultural cues



Easily export data and share results