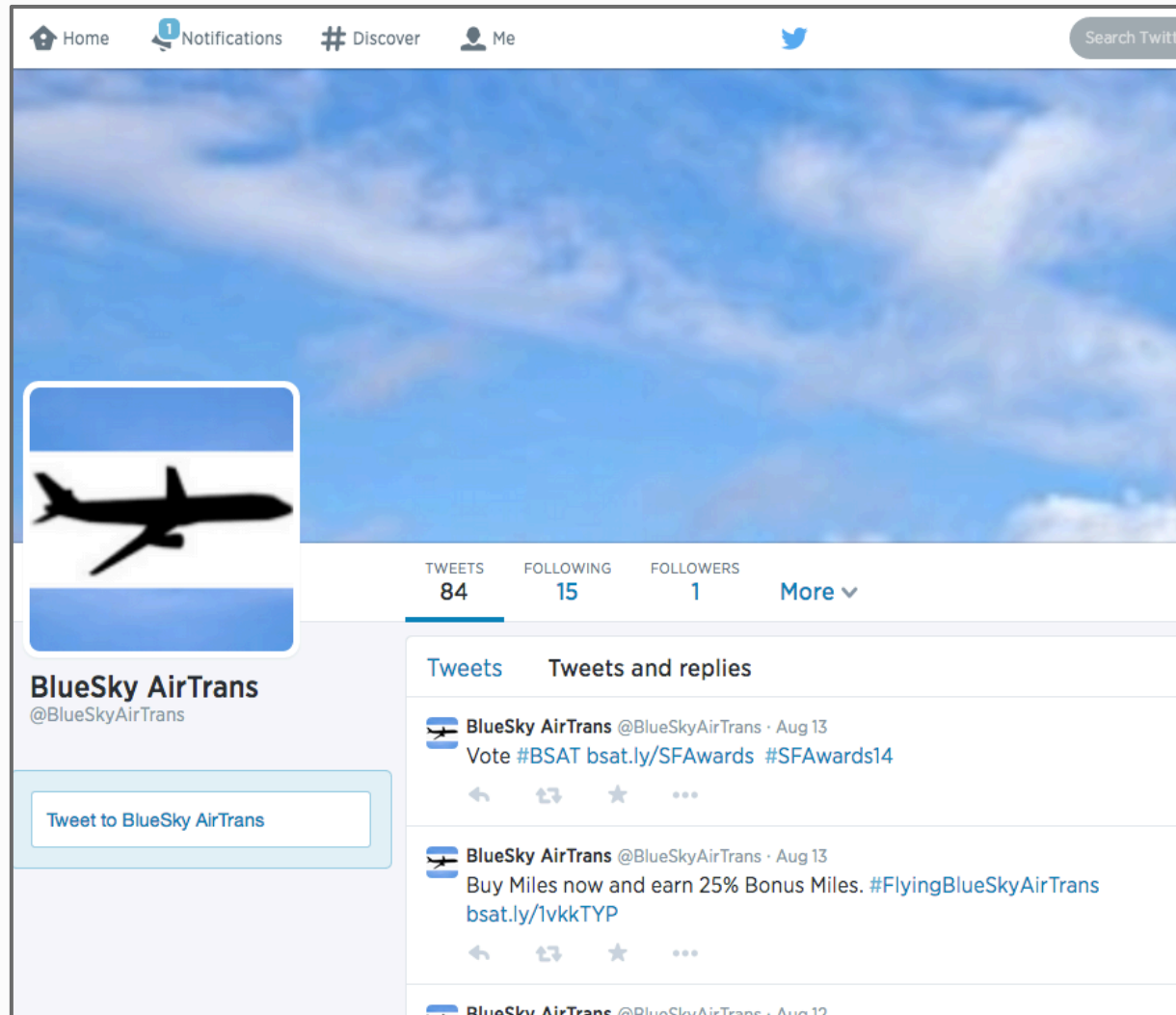# Social Analytics

Capabilities and Use Cases

@BlueSkyAirTrans - Fictitious Demo Customer

Genesys Social Analytics Core Technology

Text Analysis of Conversations by Intention, Topics

Customer Intention → **Express a Problem** (negative sentiment)

Conversation Topics → **blueskyairtrans, delays, poor customer service, luggage**

Post Status → **Actionable** (Posts with an intent of 'problem' are likely to require action)

Custom Smart Tags → **Luggage | At Risk | Delay**

Aggregation, and slice and dice capabilities around: Intentions, Topics, Post Status, Tags, enables deep analysis and noise filtering

Discerning Intent

9 Core Intents Used to Classify Conversations

Likes

Needs

Gratitude

Recommendations

Apologies

Checkins

Problems

Asks

Offers

Analysis by intention (not just sentiment) enables a deeper level of noise filtering and understanding around social posts and comments

Genesys

Other Examples of Posts – by Intention

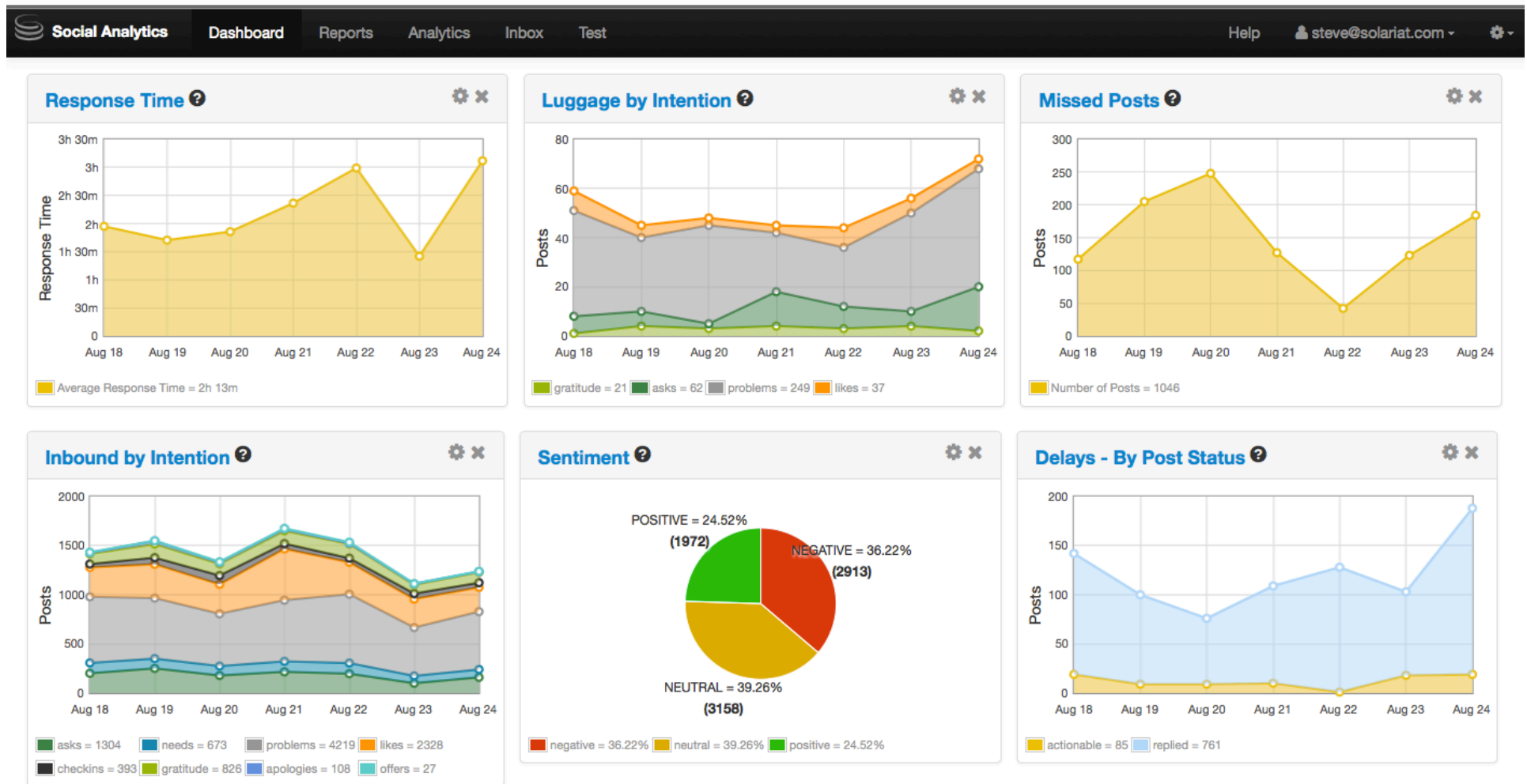# Persona - Social Media Director

Sam

High Level Needs

- A system that allows me to:

  - Analyze my social feed so I can gain actionable insights

  - Monitor and optimize the performance of my customer care team

Genesys

Business Need

Is there a dashboard that allows me to see at a glance data regarding my Key Performance Indicators?

Genesys

@BlueSkyAirTrans Dashboard

All reports and analytics configurations may be saved and presented as a widget on the Dashboard.
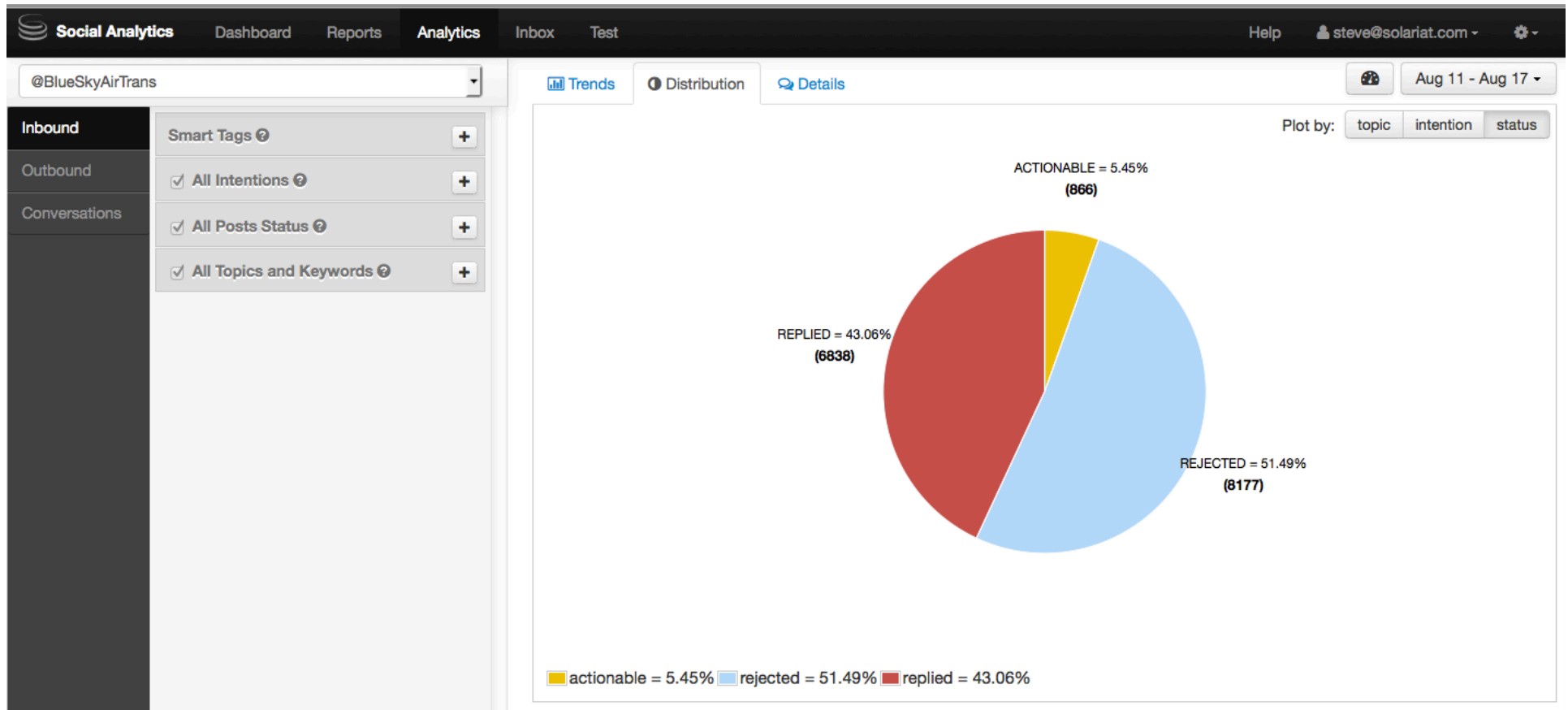
Business Need

Can I filter the social feeds so that the irrelevant posts are excluded from analysis?

Total Number of Inbound Tweets For Blue Sky

Total number of inbound posts gathered from Twitter for @BlueSkyAirTrans, Aug. 11th to Aug 17th

Post Status – Replied, Actionable, Rejected

System classifies posts and learns to 'reject' certain irrelevant tweets based on the the patterns of replies

Business Need

Can I get a detailed view of the posts that are relevant?

Relevant Posts → 'Actionable' or 'Replied'

Business Need

Can I filter the relevant posts based on certain discovered conversation topics?

Filter by Discovered Topic – 'Service'

Business Need

Can I drill down on a selected discovered topic ('Service') and track the clusters of words around that topic?

Drill Down to Topic – 'Customer Service'

Social feed now filtered by the topic 'Customer Service'

Business Need

Can I filter on a specified topic ('Customer Service') so that I only see posts related to 'Problems' around that topic?

Genesys®

'Problems' for the topic 'Customer Service'

Filter posts containing the conversation topic 'Customer Service', with the intention type 'Problem'.

Actionable Analytics

Sam now has some real data that he can share with other teams regarding what specific issues that need to be addressed in order to improve customer service.

Genesys

Business Need

Can the system tag posts that contain extreme negative sentiment, where the tweeter is a net detractor and at risk of churn?

Genesys

Create a Tag – 'At Risk'

→ Smart tag keywords, used to filter posts within the @BlueSkyAirTrans Twitter feed

Filter by Tag – 'At Risk'

Posts where the system has applied the tag 'At Risk'.

Business Need

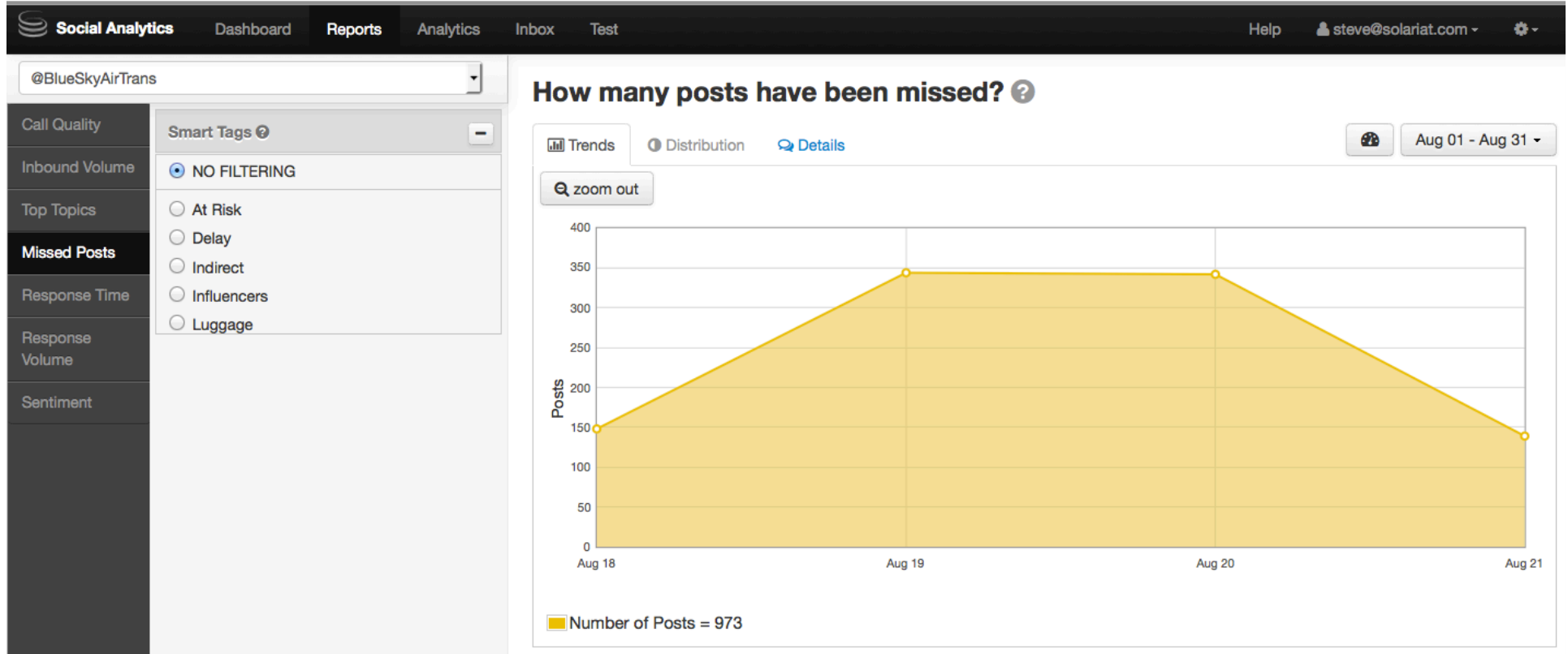Are there out-of-the-box reports that will help me optimize team performance?
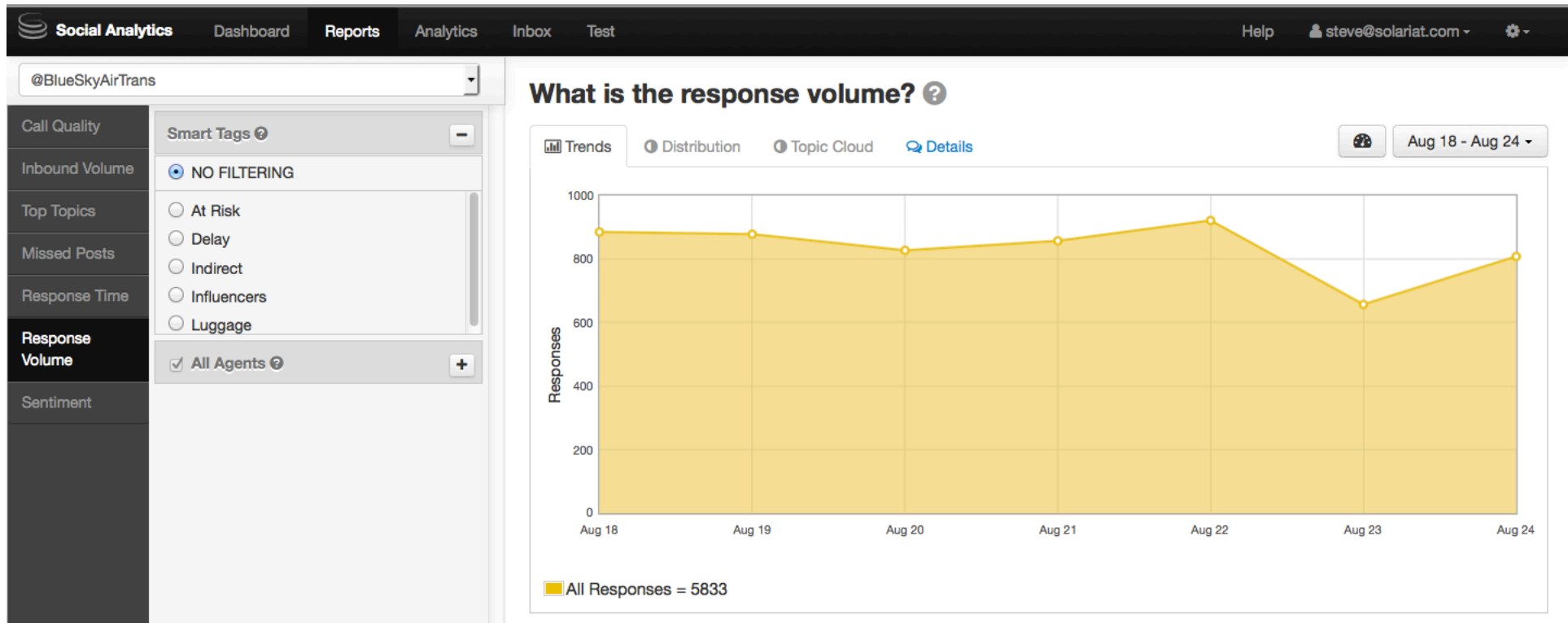
Report - 'Average Response Time'
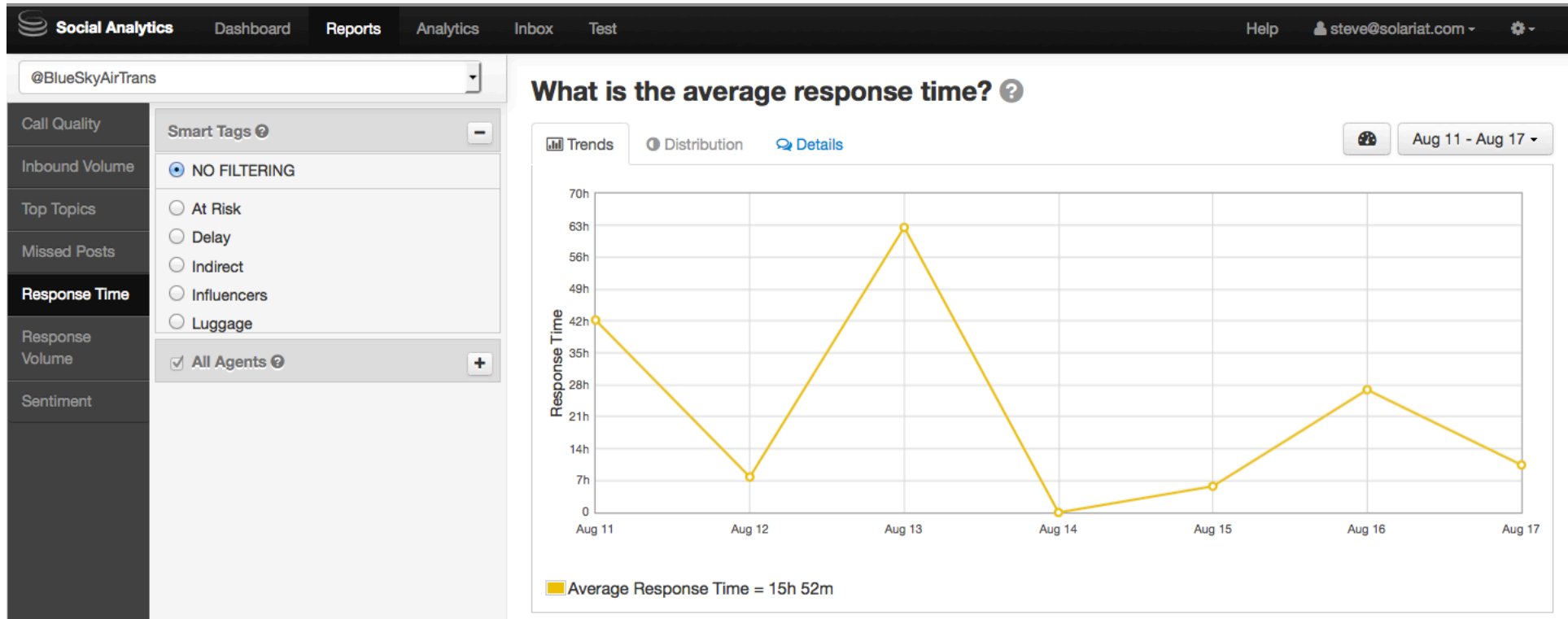
Response time report may be filtered based on individual agents, or smart tags
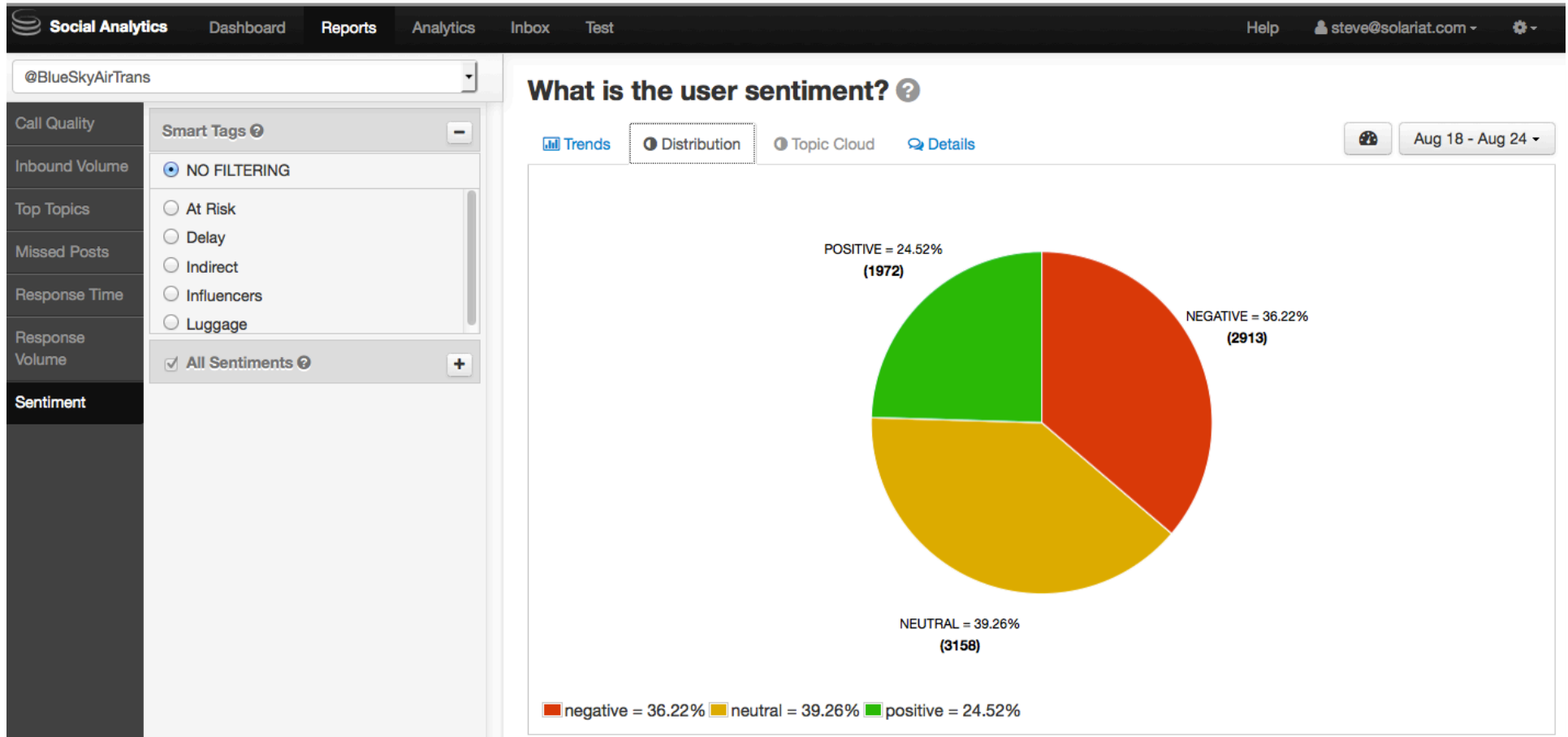
Report – 'Missed Posts'

Posts classified as 'Actionable' that did not receive a response may be tracked as 'Missed Posts'

Report – 'Response Volume'

Track how many replies have been dispatched by agents

Report – 'Sentiment Analysis'

Track customer sentiment based on distribution and trend charts