Microsoft Social Engagement

Social for Everyone

In a socially connected world, engagement with your customers can happen anywhere or anytime. Microsoft Social Engagement puts powerful social tools in the hands of your sales, marketing, and service teams — helping them connect on social media with your customers, prospects, and partners right within Microsoft Dynamics CRM or with a stand-alone app. Find social insights about your brand, products, and services to gain a true understanding of sentiment about your business.

Key Benefits

Listen Everywhere
Listen Everywhere and understand how people really feel about your business and how you stack up against your competitors.

Analyze Sentiment
Analyze Sentiment to determine your share of voice across social channels and know who your key influencers are.

Drive Engagement
Drive Engagement to foster conversations about your brand and gain insight to shape your messaging and sales strategy more effectively.

"Microsoft Social Engagement can help us to get more information much faster out of the social environment where the port is embedded. This enables us to make smarter decisions in the future"

Sebastian Saxe
Chief Digital Officer
Hamburg Port Authority

Key Capabilities

Social Listening
Listen to what people are saying around the world in 20 languages across Twitter, Facebook, Blogs, Videos, news syndication and custom sources via RSS. Know who your key influencers are and stay informed with alerts about trending topics.

Intelligent Social

Gain more insights at a glance with rich analytics including share of voice, location, and tag cloud visualizations. Microsoft's unique sentiment analysis uses a machine learning model to evaluate keywords in posts to determine whether they are positive, negative, or neutral. Automatically detect intention in social posts and route them as cases or leads into CRM.
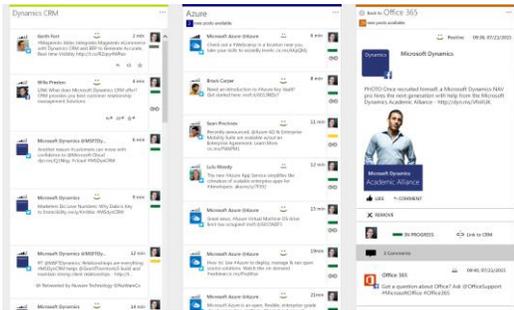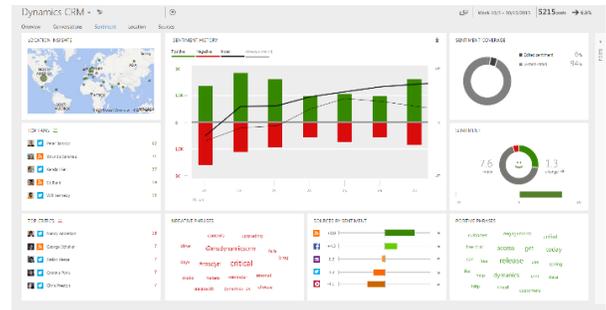
Social Engagement

Improve your social media presence by engaging with social communities with rich multimedia – replying and publishing. Enable teams to collaborate using Office Groups for assigning posts and sharing streams & social profiles. Create an end-to-end customer experience by creating CRM actions from social posts – cases, leads, and any custom entities.

Social CRM

Put powerful social tools in the hands of sales, marketing, and service teams. You can add social data in Microsoft Dynamics CRM or Microsoft Dynamics Marketing—on dashboards or on any forms, like Accounts or Campaigns. Integrate social interactions into an end-to-end customer experience, with the ability to create leads or cases from social posts, right within Microsoft Dynamics CRM.

Global Availability

Microsoft Social Engagement is available in 109 markets and 20 languages.

For more information, visit:

http://www.microsoft.com/en-us/dynamics/crm-social.aspx

What's new in
Microsoft Social Engagement

Social Listening/Analytics
Listen and analyze to custom sources via RSS.

Social Center
Publish posts from Twitter and Facebook, including multimedia content. Look up Twitter author profile for more insights.

Social CRM

Create CRM actions like cases and opportunities from social posts. Define and set up rules to automatically create CRM entities through Social Engagement.

Intelligent Social
Adaptive sentiment allows you to build custom sentiment models to fit your industry. Automatically detect intention in social posts and triage/route them as cases or leads into CRM.

Productivity
Enable teams to collaborate using Office Groups for assigning posts and sharing streams & social profiles.

Sentiment Analysis
9 additional UI languages and sentiment languages: Danish, Dutch, Finnish, Greek, Norwegian, Polish, Russian, Swedish and Turkish.