



# Transforming social listening from chatter to problem solving

2 in 3 enterprise customers use social media for customer service. Facebook reports more than 20 billion 'customer to business' messages per month! Millennials are choosing social media for service needs nearly twice as often.

3 in 4 customers rate getting instant accurate response among the top 3 attributes of customer service. 9 in 10 want responses within the hour. Social media users 3 times more likely to talk about bad experience than others.

Extracting references to your product and company in social media chatter is just step one. Acting at the instance of the tweet is what customers demand today.

## Sainapse

- 1 Extracts intent behind tweets and posts, beyond programmed key words and phrases
- 2 Is omnilingual and understands customers' language – Spanglish, Denglische or even emoticons
- 3 Identifies off-topic messages and deflects with appropriate responses / actions, saving support team from wasting effort on irrelevant messages
- 4 Goes beyond responding; leverages intent & context to derive severity for autonomously triggering problem solving and downstream action
- 5 Discovers themes from across posts and tweets, optionally relating back to classical communication channels

*From rant central to trusted ally – Sainapse transforms your social media journey*



**90%** accuracy



**90%** autonomous



**0** time to switch languages



**3** min response time

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