

## SEM Experience Analytics Customer Listening Solution for Community Managers



How do you stay on top of all the conversations taking place within your hosted community? Can you accurately track the topics and sentiment being expressed by your community members? Are you able to measure the success of your efforts to moderate and facilitate conversations? Do you know what your customers and influencers are saying about you outside the walled garden of your company-sponsored online community?

### The Growing Social Community

As a community manager, you care about developing and nurturing relationships with customers and influencers within your company's online communities to provide better support, enhance product innovation and to increase brand loyalty. If you're paying attention, you've noticed that your community members are also talking about your products and services in other online communities, such as forums and review sites, beyond the control of the properties you moderate. These new and growing online communities are just as important as the company-sponsored ones. Because there is no registration required, anyone can participate in the dialogue about your perceived successes and failures. There's no controlling or moderating this group, and understanding what they are saying can inform all your strategic marketing initiatives.



As online conversations increase in volume and into multiple interaction channels, it becomes more difficult to manually monitor, analyze and respond effectively to it all. The old ways of reading every email, community post, and feedback form simply don't scale – unless you have an army to handle the task, then assess and report on what it all means.

### Now What Do I Do?

How can you collect, process, analyze and report on all of the online conversations from your company-sponsored communities and through other online communities and have a strategic impact on business?

The most effective way to meet this challenge is to implement an integrated customer listening solution that provides deep content analytics of conversations taking place online communities. The solution, KANA's integrated customer listening system, is optimized for community managers as follows:

- SEM Experience Analytics continuously quantifies the topics, themes, and sentiment of every single conversation and provides relevant customer insights to help measure the success of your products and services.

- Artificial intelligence-based engine automates the nearly impossible and costly task of listening to all text-based conversations, all the time, in your company-hosted communities and beyond.
- The highly scalable, natural language processing engine is optimized to read and analyze millions of comments a day and to distill them into contextualized and actionable insights.
- SEM Experience Analytics also helps identify major influencers based on speaker activity, centrality and sentiment. The system can be finely tuned to provide automated alerts based on specific message content of your choosing to ensure prompt engagement and response to issues as they happen (e.g. attrition risk).

While listening to customers is important, sharing and taking action on customer insights is what will ultimately make a strategic impact on your business. Using SEM Experience Analytics, community managers are able to seed ideas and automatically track the community's response to test and validate new product ideas, promotional strategies and other initiatives. Through comprehensive reports, SEM Experience Analytics distills valuable product, service and operational insights that can be shared with customer care and other departments that want to monitor and manage customer experience.

SEM Experience Analytics does what an army of community managers is unable to accomplish. Now you'll know exactly what community members are saying and feeling about your brand, products, or services – and have the tools to make those insights actionable.

## How Does It Work?

SEM Experience Analytics continuously collects, analyzes and reports customer sentiment and social media analytics from the channels you select: discussion forums, review sites, fan pages, email, SMS, forms, surveys and any other consumer generated media. You then interact with a customizable dashboard and reports to understand the hot topics of conversation as well as the aggregated tone, sentiment, and volume of chatter for any site, author, or topic involving your company or competitors.

SEM Experience Analytics enables users to click on any metric to see the most representative comments for any topic, emerging alert, product, etc. that best describe the other thousands or millions of comments. The integrated listening system can even identify key influencers while distinguishing "seeded" comments from authentic customer responses.

Delivered as a Software-as-a-Service (SaaS) application, SEM Experience Analytics creates immediate value and can be fully operational in just days without IT installations. It is the only continuous listening system that incorporates the best practices for collecting, categorizing, analyzing and reporting on customer comments in multiple interaction channels. SEM Experience Analytics is THE solution for accurately tracking conversations in company-sponsored communities and beyond and for capturing rich and relevant insights that can be acted upon and shared with departments to measure the success of their programs.