

# SocializerVox

## An Intelligent Way of Social Media Monitoring

SocializerVox is a sophisticated social media management tool that uncovers trends and crucial insights. Discover what your social audience needs by analyzing their social activity.

### Take a better approach to learning customer needs

Customers aren't likely to speak up with all their wants and needs. By analyzing social activity in-depth, you gain valuable insights on customer preferences, discussion and more. Acting on this data improves your customer experience immeasurably.

### Keep an eye on competition, too

Don't just listen to your customers—find out what people say about competition, too. By assessing strengths and weakness of competing brands, you can better tailor your message to your audience—giving your business a competitive advantage.

### Never miss a beat on social insights

SocializerVox uses a suite of in-depth analytics tools to provide extensive social media analysis. In addition to statistics that provide evaluation at a glance, SocializerVox provides sentiment analysis as well. Because tracking is in real time, you always see the most up-to-date trends in your audience's activity. This way you'll never miss a beat on crucial social insights.

#### FACTS TO KNOW

- Nearly 35% of customers turn to social media when seeking customer care. [\[according to sproutsocial.com\]](#)
- 77% of Twitter users are happier with a brand when their post gets a response. [\[according to brandwatch.com\]](#)

## SocializerVox Key Features

### Enhanced Management Tools

SocializerVox offers an entire suite of social media management tools. These include post scheduling, answer templates and defining keywords for moderating (such as swearing).

### Approval Mechanism

You're bound to run into some bad seeds on social media. When SocializerVox finds a critical post, you have the option to require approval from a superior before an agent can respond. This allows you to better handle sensitive situations.

### Advanced Authorization

SocializerVox offers enhanced authorization controls. These allow you to enjoy better control and security over user management. Controls include role-, topic-, account-, flag-, menu-, brand- and function-based authorization.

### Sentiment Analysis

Save time by automating sentiment analysis in real time. SocializerVox automatically analyzes posts to rank them as positive, negative or neutral in sentiment. This way your team can quickly organize and react messages without having to classify them manually.

### Easy-to-Use Interface

SocializerVox aims to make social monitoring teams' lives more convenient. The solution includes a user-friendly interface with easy-to-access tools: tag cloud view, detailed filtering options, stat-based classification, drill down features and more. With our clean UI, users can quickly find any metric they need.

### Real-Time Monitoring

SocializerVox uses real-time monitoring so you can respond immediately to customer concerns and up-to-date trends.

### Detailed Reporting

As you work with SocializerVox, the solution will generate detailed reports on your analysis. These include reports on messages, their responses, variation statistics, agent performance, users and brands/accounts. You may schedule reports to run on a set date.

### Trend Analysis with Variation Statistics

With variation statistics, easily track trends at a glance. SocializerVox makes it easy to discover trends by comparing keyword usage across different time periods. This way, you can easily see how users' interests and perceptions change over time.

### Mobile App

With the SocializerVox mobile app, you can take your social media monitoring with you anywhere. Features include the ability to list, filter and approve messages you monitor. Of course, you can reply to messages within the app as well—all through an intuitive and easy-to-use interface. The SocializerVox app is available on iOS and Android.

## OTHER VOICE OF THE CUSTOMER SOLUTIONS

- Automated Quality Management
- Speech Analytics

### About Sestek

Sestek has been a global provider of speech-enabled smart technologies since 2000. The company draws its strength from its patented technologies, pioneering role in the collaboration between academia and industry, and growing clientele from various areas of business. The performance and stability of Sestek's technologies and its flexibility in tailoring solutions to customers' needs provide this fast-growing company with a unique advantage over its competitors. Sestek's state-of-the-art products include Speech Analytics, Voice Biometrics, Text-to-Speech, Natural Dialog, Virtual Assistant, and Chatbot.