



Listen and respond to your customers' Social voice for better customer care and brand image.

Why Social Agent?

- Manage Social Media channels and WhatsApp more effectively — in one place
- Impress customers with lightning-fast responses
- Improve service levels and demonstrate you're accessible and you care
- Quickly turn around poor perceptions
- Monitor every mention made about your, or to you, and your competitors too.

Respond rapidly to posts and monitor conversations - keeping your finger on the pulse.

Customers use Twitter, Instagram, Facebook and other Social Media channels to talk about companies, ask questions or vent their anger — very publicly. Responding rapidly means you can turn around poor perceptions and deliver positive outcomes.

Social Agent is fully integrated into all major Social Media channels so you can see exactly what's happening across your Social Media profiles — and then take action. In fact, you may surprise and delight customers by the speed at which you respond to their tweets and posts.

Everything in one place

Every Social Media mention, posting on a blog or forum and news item is delivered in real time for response or archiving according to the parameters set by you. That way, all important customer interactions can be brought together in one place - and managed efficiently.

All your comments - and those made to and by your competitors - come into one place and can be responded to or analysed with the solution's extensive insights and analytics tools.

How it works

Social Agent monitors the Social Web and imports and analyses data from all Social Media sites, including Twitter, Facebook, Facebook Messenger, Instagram, LinkedIn, and more. Listen on review sites too such as Yelp and TripAdvisor, blogs, forums, and news sites.

Never miss a mention, whether your brand is specifically tagged or indirectly referenced.

Social Agents enables team collaboration to promptly and effectively reply to customers, with "watchdog" features to ensure service standards are met.

Alerts, escalations, and direct response on the channels your customers are using make closing the loop seamless. Social Agent can be used by teams small and large, scaling as your social engagement needs change due to seasonal uplifts or unpredicted crises.

Key features

All in one

An easy-to-access dynamic interface all in one place

Protect reputation

See what's happening across your channels so you can take action proactively and reactively.

Cost effective

Manage all your channels without the need for an army of staff.

See the bigger picture

Track brand names, competitors and keywords to match your filters

Respond faster

Show that you're accessible and you care. Your agents can respond to comments with lightening speed.

Identify

Discover who are your fans, influencers or detractors across the whole Social Media networks and forums

Listen widely

Monitor conversations across channels and website from news to blogs and forums - for all countries.

Take control

All major Social Media profiles can be monitored and up to 3m mentions a year can be handled within the licence fee.

Be effective

Social Agent enables your agents to reply quickly and efficiently either in public or as a private message and every message and thread is accessible and searchable within the back office.

Insights and analytics

Comprehensive reporting and insights tools mean you can see exactly what is working and when and how with automated reports too

Fast setup

The whole service is cloud based and accessed by a secure URL so everything gets underway quickly and easily.

Access extra capabilities

Social Agent can work as a standalone product or alongside our other solutions such as Email, Chat and Call-Back, with the data integrated.

Multi lingual Social Agent supports more than 160 languages. Customised smart folders and routing ensure your customers are served wherever they are and in whatever language they speak.

The Inbox

Keep interactions and history in one place, neatly organised. Integration with CRM systems gives agents customer context. Brand guidelines and conversation locking ensure that customers receive a consistent, cohesive service experience.

Team management

We support customer service teams of any size. Alerts, escalation tools and Watchdogs make sure you never miss an SLA. Team performance reporting helps measure your agents and allows you to prepare for future needs based on changing volumes and customer needs.



Our solutions are delivered via the Eckoh Experience Portal.

Social Agent works well with Messaging and Email Management