

## ResponseTek:CEM Media Aggregator

# Monitor media and customer *buzz* about your brand in real-time



### The world is talking about you. Are you listening?

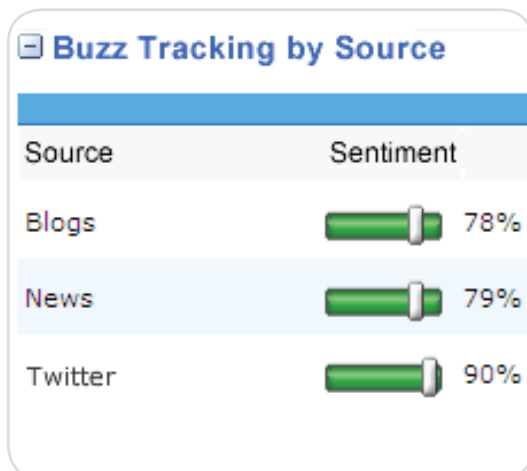
With the growth of online media, blogging, social networks, and rapid information sharing tools, customers have more and more channels to talk about your company. Whether its news, editorials, blog postings or reviews, you need to tap into all forms of media to manage your brand effectively.

ResponseTek Media Aggregator taps into over 25,000 news and social media sources, creating a powerful customer experience management (CEM) tool to aggregate and manage public feedback and content about your brand.

### What can you do with it?

Use ResponseTek Media Monitoring to:

- **Monitor Brand Mentions:** Monitor your own brand to understand what the media and customers are talking about most, and identify hot topics and critical issues that require active brand management.
- **Monitor Competitors:** Monitor each of your competitors to determine how opinion of each varies, what issues they may be impacting in the marketplace, and what their customers talk about most often.
- **Monitor Key Industry Topics:** Monitor key topics related to your industry to identify how needs are changing in the marketplace.
- **Monitor Customer Experience Best Practices:** Monitor topics related to customer experience best practices to help the organization learn to maximize profits through optimum delivery of customer experiences



Actual Screen Element Media Aggregator

# ResponseTek:CEM Media Aggregator

## What you Get with ResponseTek

All monitored content is aggregated and delivered to you in our industry-leading Customer Experience Management reporting platform.

With ResponseTek Media Monitoring, you get:

- **Continuous monitoring** of keywords and topics across multiple sources
- **Automated sentiment analysis** scans every article and scores it for sentiment to highlight positive and negative mentions
- Visual text analysis **highlights the hot topics** in the articles
- **Robust filtering, analysis, and search** tools allow you to drill into details to optimize insight into trends and patterns
- **Integrated Action Management** tools make it easy for you to drive action, share articles with others, and track outcomes of follow-up activity
- **Trend reporting, comparison reporting, executive dashboards,** and more – all on demand



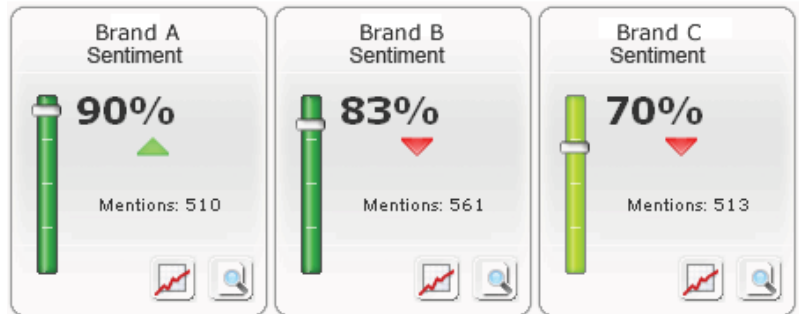
## The Value of Actionable Intelligence

- Understand where and when your brand is being mentioned across all forms of online media worldwide, and take action to manage your brand effectively
- Track and monitor changes in public sentiment about your brand, and how it relates to your competitors.
- Identify negative topics and influencers, and take action to mitigate their impact before they affect your brand reputation.
- Identify supporters and promoters, and create strategies to leverage them positively in your business.

## Who Uses It

- **Executives** can easily stay connected with their brand image using dashboard and simple updates pushed to their inbox
- **Marketing** can keep tabs on brand mentions, campaign buzz, and competitor activity
- **Product Development** can monitor what customers are saying about specific products and services
- **Customer Service** can identify customers requiring help and information and follow-up with appropriate information
- **PR groups and agencies** can add value to their services by increasing their knowledge of their client's market buzz

### Competitor Buzz Tracking



## Getting Started

Just tell us what topics you want to monitor and we will get you started with our on-demand software. Nothing to install and no involvement from your IT group is required!

ResponseTek Media Aggregator is cost effective and scales to meet your needs, big or small. Prices are based on the number of topics monitored and the amount of content you want to aggregate.

Talk to us today to learn more about how you can effectively connect your business with what the world is saying.