



# eClerxDigital

## SOCIAL MEDIA, ONLINE COMMUNITY SUPPORT AND VOICE OF CUSTOMER (VoC)

DELIVER A BETTER CUSTOMER EXPERIENCE



### INCREASE CUSTOMER ENGAGEMENT

Tailored marketing communication and optimized social channels developed from customer insights



### INFORMED DECISION MAKING

Drive successful owned media marketing efforts from insights around paid and organic efforts



### FASTER RESPONSE TIME

Improved process for identifying key themes, negative comments and automated prioritization for severity



### BOOST CUSTOMER ACQUISITION

Customized marketing strategy created from analyzing customer generated content

Successful marketers, content managers and customer experience leaders recognize the power of social channels for communicating and promoting their products and services. Well-executed social media marketing programs drive revenue from engaging content, accurate ad targeting, improved customer service and higher customer retention. However, these programs are complex and fast moving and few organizations have the resources or expertise to execute fully.

eClerx Digital's social media consulting team are experts through all phases of developing a framework, scaling existing programs, and analytics and insights of a well thought out program. Our proven processes are custom-tailored to each client's goals and apply to the industry-leading social platforms and tools. Our Social Media experts help our clients to better engage with their customers, leverage social media data, and measure the effectiveness of multi-channel campaigns.

### Supported Platforms

sprinklr

opinionlab.  
feedback anytime, anywhere™

tealeaf.

lithium



ALTERIAN

KLOUT

radian<sup>6</sup>  
social media monitoring



Google Analytics

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