



conversocial  **synthesio**

More listening.
More resolution.

Social Intelligence

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INTEGRATION OVERVIEW

Synthesio social intelligence helps companies turn data into valuable insights. Together we provide our customers with a deeper understanding of their social data to discover the customer queries buried in blogs, forums and news sites.

Uncover more opportunities to resolve customer issues. Merge your listening tool with your customer care platform to better serve your Social, mobile customers.

Utilize Conversocial's workflow to:

- ☑ Access Synthesio conversations in the Unified Inbox
- ☑ Add internal notes and assign for easy collaboration
- ☑ Apply tags and sentiment to track issue trends and handling performance

The Conversocial-Synthesio integration is included with all **Evolve** and **Extend** packages. (You must have a Synthesio license.)



Monitor additional conversation sources

Through Synthesio, keep a pulse on the entire web across 600 million conversation sources in 50 languages, and receive only urgent mentions that matter.



Combine powerful data and insights

Utilize Conversocial's customer care metrics alongside your Synthesio analytics to get a complete view of issue trends, sentiment and Average Handling Time.



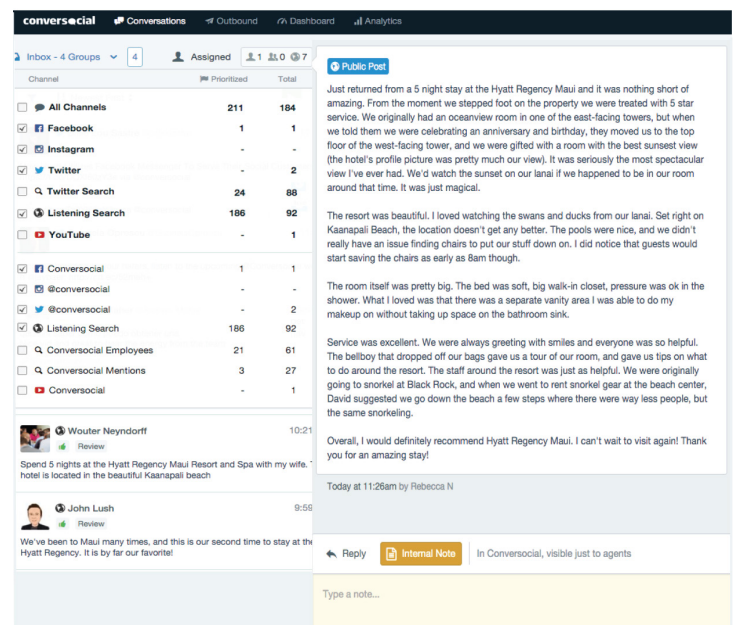
Recognize and control crises

Identify early warning signals and turn the conversation around before losing hard-earned brand equity.



Actionable conversations distributed

Mentions requiring a response are prioritized in Conversocial, and automatically routed to the appropriate agents to manage alongside other social channels.



The screenshot displays the Conversocial interface. At the top, there are navigation tabs for 'Conversations', 'Outbound', 'Dashboard', and 'Analytics'. Below this, a 'Public Post' is visible. The main area shows a list of channels with columns for 'Channel', 'Prioritized', and 'Total'. The list includes 'All Channels', 'Facebook', 'Instagram', 'Twitter', 'Twitter Search', 'Listening Search', 'YouTube', 'Conversocial', '@conversocial', '@conversocial', 'Listening Search', 'Conversocial Employees', 'Conversocial Mentions', and 'Conversocial'. Below the list, a customer review is shown, including the reviewer's name, profile picture, and text. The review text is: 'Just returned from a 5 night stay at the Hyatt Regency Maui and it was nothing short of amazing. From the moment we stepped foot on the property we were treated with 5 star service. We originally had an oceanview room in one of the east-facing towers, but when we told them we were celebrating an anniversary and birthday, they moved us to the top floor of the west-facing tower, and we were gifted with a room with the best sunset view (the hotel's profile picture was pretty much our view). It was seriously the most spectacular view I've ever had. We'd watch the sunset on our lanai! We happened to be in our room around that time. It was just magical. The resort was beautiful. I loved watching the swans and ducks from our lanai. Set right on Kaanapali Beach, the location doesn't get any better. The pools were nice, and we didn't really have an issue finding chairs to put our stuff down on. I did notice that guests would start saving the chairs as early as 8am though. The room itself was pretty big. The bed was soft, big walk-in closet, pressure was ok in the shower. What I loved was that there was a separate vanity area I was able to do my makeup on without taking up space on the bathroom sink. Service was excellent. We were always greeting with smiles and everyone was so helpful. The bellboy that dropped off our bags gave us a tour of our room, and gave us tips on what to do around the resort. The staff around the resort was just as helpful. We were originally going to snorkel at Black Rock, and when we went to rent snorkel gear at the beach center, David suggested we go down the beach a few steps where there were way less people, but the same snorkeling. Overall, I would definitely recommend Hyatt Regency Maui. I can't wait to visit again! Thank you for an amazing stay!' Below the review, there are buttons for 'Reply', 'Internal Note', and 'In Conversocial, visible just to agents'. At the bottom, there is a text input field for 'Type a note...'

Reach out to a Solutions Consultant to get started: sales@conversocial.com

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