

# ARLANIS REPLY SOCIAL MEDIA COMMAND CENTER

LISTEN TO WHAT PEOPLE ARE SAYING ABOUT YOUR BRAND, YOUR PRODUCTS AND YOUR COMPETITORS.

Social Media plays a powerful role in growing your business. It is effectively now an additional customer communication channel, alongside call centres, stores and phones. With the opening of the first Social Media Command Center in Continental Europe running on Salesforce.com technology, Arlanis Reply is enabling companies to listen to global communications across the social web in real-time and in a completely new way.



## KNOW WHAT'S HAPPENING

The Arlanis Reply Social Media Command Center is a dedicated area where the companies can listen and engage in social conversations around their brand and products in real time. The Center, which has been developed in cooperation with Salesforce.com and based in Munich, allows companies to track all discussions related to their brand, products or services around the internet and through social networks. The digital age has led to an explosion in the number of social media communication channels, and these are being used more and more by people 'on the go'. This is forcing companies to be more

connected with their customers; to identify 'influencers' and to actively seek dialogue with them. With the new Social Media Command Center, Arlanis Reply is aiming to show its own customers the potential of the new media, as well as the opportunities it brings to interact with their clients.

The Center is powered by Salesforce Radian6™, the leading social listening application, which monitors more than 650 million sources globally in 22 languages, including the Twitter Firehose 400 million tweets per day. It was named a "leader" and "most innovative" vendor in independent research firm Forrester Research, Inc.'s "The Forrester Wave™: Enterprise Listening Platforms"



## SEE THE BIG PICTURE ON THE BIG SCREEN

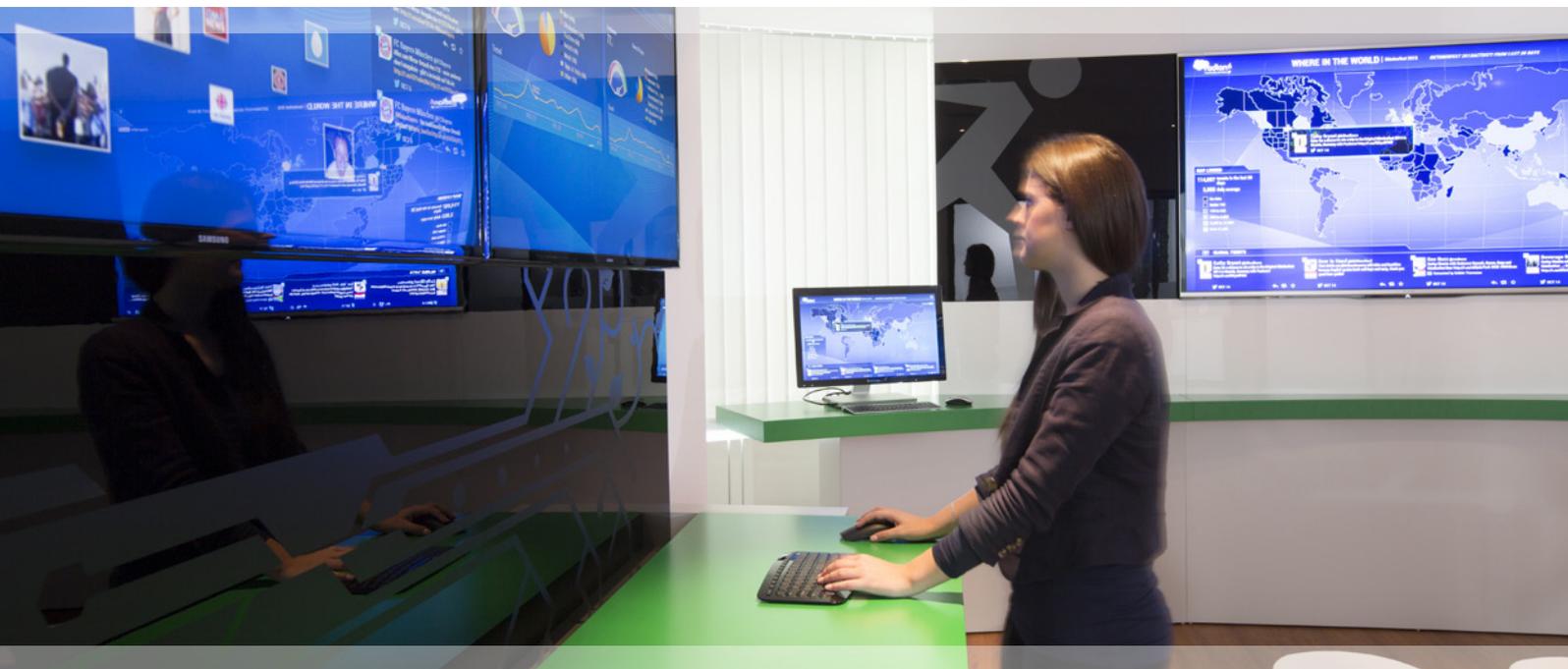
Through intuitive multi-screens, the Center provides a wide variety of real-time interactive analysis on top influencers and opinion leaders, sentiment of posts and tweets, share of voice, conversation volume, geographic hotspots and many other key aspects which help to enhance the organization's understanding of the marketplace and consumers needs.

Traditional marketing gurus have decades worth of best practices to build, tweak and optimize Social media marketing, however, has had a far more compressed window of time from which to glean insights. With a constantly evolving roster of social networks and capabilities, brands and agencies often have to adjust on a moment's notice in order to keep pace with the social landscape.

This makes the process of creating best practices, which at heart are strategies that have been applied successfully over time, that much more of an opportunity.

With the Social Media Command Center, Arlanis Reply, aims to increasingly support companies in the complex transition from traditional customer relationship management (CRM) to a customer-driven, pervasive relationship model.

Based on the experiences of customers and social media experts, Arlanis Reply has culled a methodology approach of social media services.



#### ARLANIS REPLY SOCIAL MEDIA SERVICES OFFERING INCLUDES:

- **Social Media Listening** – Arlanis Reply works with the customer to design, build and operate a social media command center integrating it across the business as a foundational listening function for all customer facing departments.
- **Listening and insights services** – Conversations are monitored on a customer’s behalf—for brands, industry or competitors. Reports are then provided with key data insights allowing the customer to take action.
- **Built Social Media Strategy Approach** – This hands-on strategy planning includes an assessment of a customer’s current capabilities and critical needs. Recommendations, timing and goals are provided in an effort to align the social media programs to the corporate strategy.
- **Best practice seminars** – Participants learn from Arlanis Reply’s experience on topics such as gaining executive support, building a training program, embedding listening across business units, experiencing a day in Arlanis Reply’s Social Media Command Center.

## SOCIAL MEDIA COMMAND CENTER @ A GLANCE

With this kind of social media services, companies can identify trends and get to the source of social opinions, helping them to develop an effective social media marketing campaign to establish thought leadership.

The Arlanis Reply Social Media Command Center helps customers to:

- Understand the impact, needs and the potential of a social media marketing monitoring and engagement programme
- Learn more about their brand, customers, competitors and prospects
- Set up a more effective social media strategy
- Develop meaningful content that will increase response rates
- Prove campaign value using social media analytics
- Integrate social media into customer relationship management (CRM) to exploit the potential of **social CRM**

More [www.reply.com/socialmedia-commandcenter](http://www.reply.com/socialmedia-commandcenter)

For further information contact [commandcenter@reply.com](mailto:commandcenter@reply.com)



Arlanis Reply is the Reply Group company that specialises in the design, implementation and integration of Salesforce.com solutions and services as well as providing best-in-class digital and multichannel CRM consulting. As a Premium Consulting Partner of Salesforce.com Arlanis Reply is highly experienced in international roll-outs and has developed a best practice approach to multi-country implementations. With a wealth of experience in the migration and integration of CRM solutions, Cloud SaaS (Software-as-a-Service) and PaaS (Platform-as-a-Service) architectures, Arlanis Reply provides a full set of end-to-end of services. Arlanis Reply is specialised in upgrading legacy CRM solutions with SaaS CRM, to develop a digital CRM that incorporates social media monitoring and social marketing integration. Arlanis Reply is the first Salesforce.com partner to open a Social Media Command Center in Continental Europe.