

Do you want to monitor your social media ?

(for a reasonable monthly investment)



85% of consumers say that they refer to online reviews before making a purchase

Are you listening what are your customers are saying about you?

If you would not listen to your customers, your competitors would.

Finesse helps you to listen to your customers' online conversations. We offer a comprehensive solution for your social media needs, starting from designing Social Media Strategy to Measuring the impact of Social Media Engagement.

Social Media Strategy

Before taking a deep dive in Social media engagement, it is important for you to understand your objectives and your customers. Our consultants work with you to help you design a clear social media strategy.

Why Finesse?

- ▶ Extreme customer centricity
- ▶ End-to-end comprehensive services
- ▶ Natural Language processing for media monitoring
- ▶ Easy integration with CRM system and contact center
- ▶ Automatic escalation of customer issues
- ▶ Easy competitive analysis
- ▶ Social media moderation from the tool
- ▶ Visual and user friendly dashboards

Social media engagement

Infrastructure - Finesse supports you in your infrastructure needs, if any. This is applicable if you are looking at setting a separate Social media command center.

Monitor - We monitor 150 million+ sites separating signal from noise.

Analyse - Listen "who" is saying "what" and escalate situations to people who are best suited to tackle them. This is done with **minimum human intervention**.

Engage - Respond to tweets, posts and discussions at the right time.

Measure - Gauge improvements in customer relations and business over time.

Engagement on Social media can be used for improving CRM, Marketing, Product management, Quality management and to Track supply chain situations.



With the ability to reach 1500+ people on an average, each customer is powerful. Please get in touch with us to understand how to control these online conversations and generate positive sentiment about your brand.