Social for Everyone

In a socially connected world, engagement with your customers can happen anywhere or anytime. Microsoft Social Engagement puts powerful social tools in the hands of your sales, marketing, and service teams — helping them connect on social media with your customers, prospects, and partners right within Microsoft Dynamics CRM or with a stand-alone app. Find social insights about your brand, products, and services to gain a true understanding of sentiment about your business.

Key Benefits

Listen Everywhere
Listen Everywhere and understand how people really feel about your business and how you stack up against your competitors.

Analyze Sentiment
Analyze Sentiment to determine your share of voice across social channels and know who your key influencers are.

Drive Engagement
Drive Engagement to foster conversations about your brand and gain insight to shape your messaging and sales strategy more effectively.

"Without Microsoft Social Engagement, we wouldn't have had the opportunity to hear what was top-of-mind for our stakeholders and the community we serve – and ensure Sealord's work to be sustainable in these areas was understood!"

Alison Sykora
Public Affairs &
Communications Manager
Sealord Group, Ltd.

Key Capabilities

Source	Number of Posts ↓	% of Total		Trend	
☐ 🐦 Twitter	3234		30%	↗	15.6%
☐ f Facebook	2387		26%	↗	182.3%
☐ 📡 Blogs	1734		21%	↗	864.3%
☐ 📰 News	983		18%	↗	516.3%
☐ ▶ Youtube	899		16%	↘	-84.4%

Social Listening
Listen to what people are saying around the world on social channels and in news syndication. Know who your key influencers are and stay informed with alerts about trending topics.

Social Analytics

Get more insightful and interactive analytics with richer data to gain a true understanding of your business, customers and topics that matter most. Our unique sentiment monitoring combines natural language processing and machine learning techniques. Other key metrics include: volume trends, share of voice, text mining, and tag cloud visualizations.
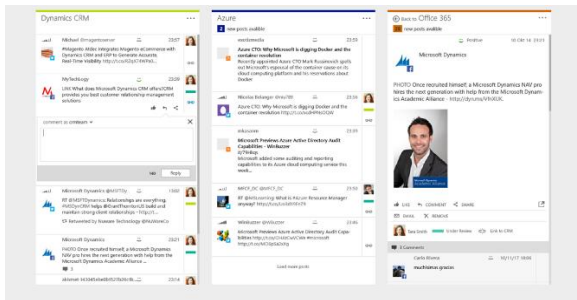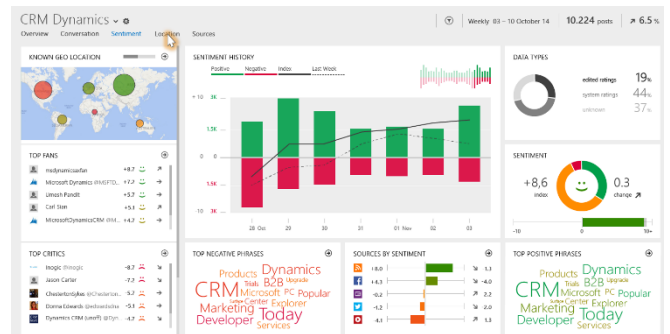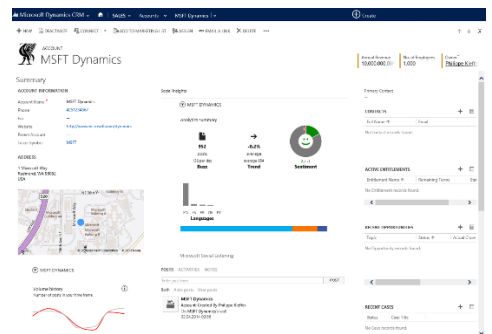

Social Engagement

Build deeper relationships with customers by engaging with social communities on Twitter or Facebook using your corporate or personal profiles. Empower cross-team collaboration by creating workflows with customizable and shareable streams.

Social CRM

Add social data in Microsoft Dynamics CRM or Microsoft Dynamics Marketing on dashboards or on any forms, like Accounts or Campaigns. Integrate social interactions into the end-to-end customer experience with the ability to create leads, opportunities, or cases from social posts.

Global Availability

Microsoft Social Engagement is available in 110 markets and 19 languages.

For more information, visit:
http://www.microsoft.com/en-us/dynamics/crm-social.aspx

What's new in
Microsoft Social Engagement

Social Center
Collaborate with sales, marketing and service teams and engage with social communities.

Social CRM
Create CRM actions like cases and opportunities from social posts.

Social Analytics
Richer data including text mining and cloud visualizations.

User Interface
Redesigned modern user experience with simplified navigation and in-context visual filtering.

Sentiment Analysis
Improved sentiment analysis combining natural language processing and machine learning techniques.