



## **INFOSYS BPO SOCIAL MEDIA COMMAND CENTER – YOUR EYES AND EARS ON SOCIAL**

Enhance the social health of your brand with real-time listening, measuring, engagement and influencing



## Infosys BPO SMCC – A unique value proposition

Infosys BPO SMCC offers a unique value proposition and is supported by a highly skilled team of social experts and state-of-the-art tools to manage your social properties.

 <p><b>24/7 multilingual support</b></p>	<p>Yes, we speak your customer's language. So, if we were to run your social initiatives or manage your social presence, we would ensure that your social presence is carefully monitored and responded to in real-time, and in the language that your customer prefers.</p>
 <p><b>Diverse expertise</b></p>	<p>Depending on your requirements, we can help you reach and create meaningful conversations with your target audiences across a wide gamut of social platforms. Facebook, Twitter, Youtube, Pinterest, LinkedIn, Google+, Foursquare, and Xing are just some of the social networks that we possess expertise in. We also provide strategic guidance in building your social presence by closely working with you to understand and position your brand optimally.</p>
 <p><b>Digital media command center</b></p>	<p>Our social offerings (SMCC) can be linked to a more holistic digital strategy where clients can plug our services into the larger ecosystem of digital marketing platforms. Social can then be leveraged to support SEM initiatives, monetize e-commerce, and generate leads amongst many other activities. We therefore allow clients to realize more value from their digital marketing endeavors wherein they can build for themselves a digital media command center which will combine all their disparate online initiatives under a single, more efficient mode of engagement.</p>
 <p><b>Modular design</b></p>	<p>To begin with, the SMCC can be set up with one or two modules with more modules gradually added, as and when you are ready. We offer the flexibility to ramp-up infrastructure and resources, as and when your business' social media focus grows.</p>
 <p><b>Not just tool generated insights</b></p>	<p>Although tools help gather and crunch huge volumes of data effectively, we understand that the success of social media initiatives also depends on human factors. Therefore, we do not just rely on social media tools. Our insights are based on expert oversight that ensures higher quality and value. And since we study and analyze social interactions in real-time, our reports provide a highly reliable user sentiment analysis that we can safely say, is beyond the capabilities of any tool today.</p>

## A full services portfolio

 <p><b>Presence management</b></p> <ul style="list-style-type: none"> <li>• Manage presence across various social media channels</li> <li>• Generate relevant content and subsequently post them</li> <li>• Build emotionally engaging social strategies that builds a deeper connection between your brand and followers</li> <li>• Adopt a strategic approach based on learnt insights</li> </ul>	 <p><b>Response management</b></p> <ul style="list-style-type: none"> <li>• Listen and respond to conversations; acknowledge user responses and address grievances</li> <li>• Provide an online reputation management team to address customer grievances</li> <li>• Provide contextual support that aims to address user issues in the social platform itself</li> </ul>	 <p><b>Community management</b></p> <ul style="list-style-type: none"> <li>• Create, manage and moderate online communities</li> <li>• Nurture conversations by:             <ul style="list-style-type: none"> <li>• Aggregating content from internal stakeholders</li> <li>• Recognizing relevant target groups</li> <li>• Creating sub-communities</li> <li>• Initiating and curating discussions</li> <li>• Managing campaigns</li> </ul> </li> </ul>
 <p><b>Advocacy management</b></p> <ul style="list-style-type: none"> <li>• Identify and engage key influencers</li> <li>• Create and execute a program to engage the influencers</li> <li>• Track and report new influencers in various social channels</li> <li>• Effectively execute engagement strategies</li> </ul>	 <p><b>Social reporting</b></p> <ul style="list-style-type: none"> <li>• Manually scrutinize raw data from any data source and generate refined reports</li> <li>• Use data to build strategic insights about the brand</li> <li>• Custom reports for various functions / processes</li> </ul>	 <p><b>Application support</b></p> <ul style="list-style-type: none"> <li>• An extensive range of plug-and-play applications that can be used to create deeper engagement with social fans</li> <li>• The applications can also be used to build specific information properties about social fan demographics and generate leads</li> <li>• Real-time trend management and audience engagement</li> </ul>

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## About Infosys

Infosys is a global leader in business consulting, technology and outsourcing solutions. We enable clients in more than 30 countries to outperform the competition and stay ahead of the innovation curve. With \$7.4B in revenues and 155,000+ employees, Infosys transforms enterprises to thrive in a changing world through strategic consulting, operational leadership and co-creation. Visit [www.infosys.com](http://www.infosys.com) to see how Infosys (NYSE: INFY) is Building Tomorrow's Enterprise® today.

Infosys BPO, the business process outsourcing subsidiary of Infosys, provides integrated end-to-end outsourcing and delivers transformational benefits to clients through cost reduction initiatives, ongoing productivity improvements and process reengineering.



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For more information, contact [infosysbpo@infosys.com](mailto:infosysbpo@infosys.com)

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