



## Key Features

- **Universal Inbox** – All mentions, posts, and messages from Twitter and Facebook accounts appear in a Universal Inbox, providing a real-time, multi-channel view.
- **Focused Monitoring** – Set up searches to monitor key words and phrases like the name of your company or product – results from these searches appear in the Universal Inbox too.
- **Instant Case Creation** – Easily create a new Respond case directly from social media feedback – or attach a social conversation to an already open case – so details aren't lost through copying and pasting messages.
- **Audit Trail** – When a social conversation is escalated to a Respond case, Respond tags the message the case was opened from, creating a record of exactly when the case was escalated.
- **Sentiment Analysis** – TheySay sentiment analysis scans text as it appears in the Universal Inbox, tagging positive, neutral, and negative sentiment. Negative messages are sent to the top of your inbox so they can be dealt with first.
- **Direct Replies** – Users can reply to social media posts and messages directly from within Respond. Replying to a message locks it for editing, preventing multiple responses.
- **Response Templates** – Users can write their own responses or leverage configurable templates to deliver straightforward replies to common questions or comments.
- **Dashboards** – Interactive dashboards display the number of positive and negative interactions received, which platform they came from, and when they arrived, providing insight into significant patterns and trends.

For more information on Social for Respond, contact us at:

- Email: [info@cirrus.co.za](mailto:info@cirrus.co.za)
- Web: [www.cirrus.co.za](http://www.cirrus.co.za)
- Phone: **011 783-1009**



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