1. **Social Media Monitoring**
   The simple act of listening the major social media websites. The Software should help the "Kanzlei" to track online mentions specific to his services, products and competitors.

Key Benefit:
Maintain timeless and awareness about what matters most to the "Kanzlei" and his "Mandant".

Software Requirements:
- Optimized real time Social Media listening tool !
- Minig, filtering and classifying the relevant "Mandant"'s social media data (the classifications criteria could be i.e. Birthday, ...)
- Provides an interface to directly react to a client post or event.
- Monitors our activies to avoid redundancy.

2. **Personal Reputation Management**
   Help the "Kanzlei" optimize his Social Media Presence and reputation by identifying (managing) the individuals (influencers) and communities that drive and influence his reputation. Our tool should be able to identify the right communication channels that reach out the most of the "kanzlei" clients, to post messages throw these channels, collects and classifies the Feeadbacks related to these Posts.

Key Benefit:
Understand and reduce the gap between the perception of the "kanzlei" of itself and the perception of its clients. Identifying and Understanding the influencer is crucial to creating and sharing content that really matters, and getting others to share it for the "Kanzlei". The ranking of the "Kanzlei" on search engines mostly depends of its web reputation.

Software Requirements:
- Analyse the "Kanzlei" Social Network to identfy the channels that reach out the most of its clients. (Facebook, Blogs, Forum, ...)
- Analyse the "Kanzlei" Clients Social Network to identify groups and medium that most influcenes them.
- Provide a single interface to create an share contents with the clients
- Boardcast a single created Content to all the Client's Social Media Accounts just in one click.
- Collects, filters and classifies client's feedbacks.
- Provide a simple Interface to analyse the impacts of the created contents (Statistics Reports)