

SEM/Integration/RNT SM Comparison

	SEM	Integration SEM > RNT	Social Monitor
Maintains Contact's history (prior chat, emails, phone engagements are connected to contact record)	YES, records prior conversations	Initial contact record is not synced with the history, unless we have their twitter handle in the system. If they are already in the system then they are synced. Contacts can be merged manually.	YES
Obtains Social Influence (Klout score, # of followers, etc)	YES	NO, it's not passed to RNT	YES. RN stores # of followers/friends. But not Klout score.
Reply via Facebook	YES	NO	YES
Reply via Twitter	YES	Only goes as @mentions and not as reply to post	YES
Private Message to Facebook	YES	NO, You cannot reply to FB private message from RightNow	NO
Private Message to Twitter	YES	YES	YES
Maintains Contact Information		YES (in RN)	YES
Sync Contact Information (twitter handle is connected to service contact id)	N/A	YES (in RN)	YES
Escalate as incident	NO	YES	YES
Auto escalate as incident	NO	NO	(1) Twitter private messages can be auto escalated (2) Customer responses are automatically added to the incident as thread
Incident Number Assigned	NO	YES, SRM displays incident id instead of incident reference #	YES
Escalation incident and apply business rules for routing		YES - since the escalation is on the incident in RN (We can route all SEM messages to a specific agent/queue. Nothing more sophisticated)	YES
Append to an open incident	NO	NO	YES
Apply Rules/Tools to created incident (smart assistant, KB search, standard text, etc.)	NO	YES, You should be able to use the Rules/Tools to created incidents.	YES
Find existing contacts that match the consumer posting the social message	NO	NO	YES
Analytics	YES	Not integrated with RNT contact record	YES, integrated with contact record
Sort based on Indicators	YES	NO	NO
Apply Status	YES	YES	YES

Latent Semantic Analysis	YES	YES	NO
Natural Language Processing	YES	YES	NO
Keyword Search	YES	YES	YES
Searched channels	Over 40 million and counting	Over 40 million and counting	YouTube, Facebook, Twitter, RSS feeds, RNT Community
LinkedIn searches	YES	YES	NO
Favorite a Tweet		Tweets can be labeled as Favorite, then they can be selected based on the label.	NO
Ignore Tweet	YES	YES	YES
Filter according to Read, Unread	YES	YES in the SEM tool	YES
Assign to someone	YES, automatically via keyword rules	YES; After the incident is created	YES. After the incident is created, which is manual
Find Posts from existing CRM contacts	NO	NO	YES
Filter posts based on # of followers		NA	YES
Filter out ReTweets		NA	YES
Threaded conversations (Auto-add customer's social responses to existing incident thread)	NA	No	YES