



## SocialRelay

Marketing | Sales | Customer Service

### Amplify Your Social Media with Dynamics 365

In today's hyper-connected world, social media is a powerful channel for businesses to engage with customers, generate leads, and provide timely support. Yet, managing social media platforms alongside your CRM can be cumbersome, inefficient, and time-consuming.

**SocialRelay**, Alletec's social media accelerator for Dynamics 365 Customer Engagement (CE) apps, is designed to simplify and enhance your social media integration. By seamlessly embedding social media functionalities into Dynamics 365, it empowers your marketing, sales, and customer service teams to maximize impact, drive efficiency, and deliver exceptional customer experiences.

### Why SocialRelay?

#### Streamlined Operations

Avoid juggling between social media tools and Dynamics 365 CE apps.

#### Cost Efficiency

Eliminate the need for expensive third-party integrations.

#### AI-Driven Insights

Leverage advanced AI models for real-time sentiment analysis and actionable insights.

#### Unified Customer View

Consolidate customer feedback and interactions from social platforms into a single source of truth.



## Capabilities of SocialRelay



### Marketing Excellence

- Plan, execute, and analyze social media campaigns directly from **Dynamics 365 Customer Insights** (formerly Marketing).
- Automate lead generation based on social media interactions.
- Capture customer feedback and sentiments from platforms like Facebook, Twitter, and Instagram.



### Smarter Sales Engagement

- Build stronger connections with prospects via integrated social media data.
- Track product reviews and business mentions effortlessly.
- Manage multiple social media profiles from a centralized dashboard.



### Enhanced Customer Service

- Convert social media complaints into cases directly in **Dynamics 365 Customer Service**.
- Perform real-time sentiment analysis to prioritize critical issues.
- Address customer feedback quickly, ensuring positive brand perception.

## Unifying Social Media and CRM with SocialRelay

### ○ Social Media Integration

- Directly link Facebook, Twitter, and Instagram data with Dynamics 365 records.
- Simplify access to customer interactions across platforms.

### ○ Content Management

- Create and schedule posts for social channels directly within Dynamics 365.
- Approve posts using the built-in Maker-Checker functionality.

### ○ Real-Time Insights and Reporting

- Access dashboards with detailed metrics like likes, comments, shares, and overall engagement.
- Track positive and negative sentiments to understand customer perception.

### ○ Automated Case Management

- Convert complaints or critical feedback into cases for immediate resolution.
- Leverage AI models to categorize and assign cases based on sentiment analysis.

### ○ Customization and Scalability

- Add new platforms like LinkedIn or tailor features to meet unique business needs.

## How SocialRelay Works



### Seamless Integration

It acts as an extension of Dynamics 365 CE apps, ensuring smooth integration with your existing CRM.



### Real-Time Data Analysis

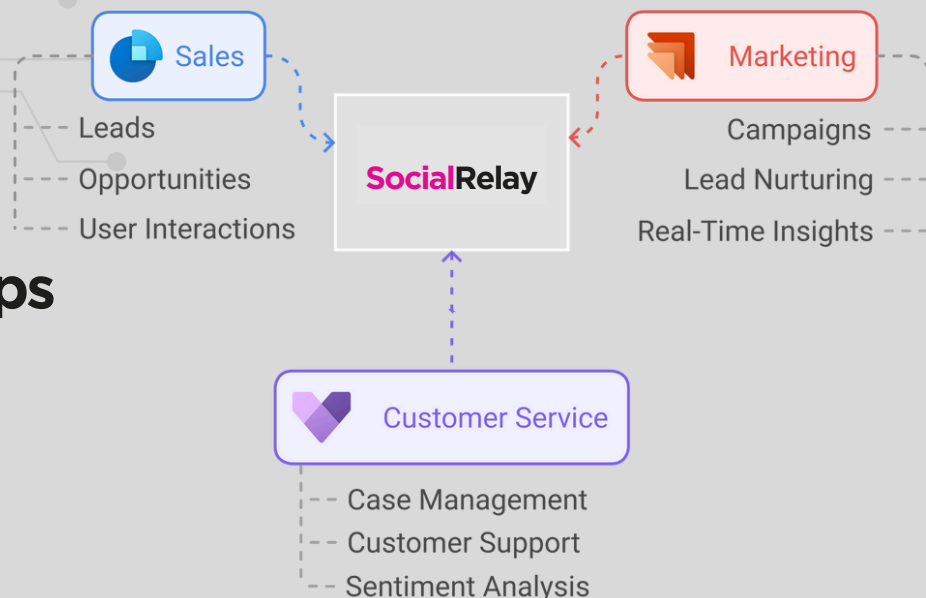
AI-driven sentiment analysis identifies actionable insights from social media conversations, helping teams respond effectively.



### Unified Platform

Consolidate marketing, sales, and service efforts into a single interface, improving team efficiency and collaboration.

## Transforming Customer Relationships with SocialRelay



## Business Benefits of SocialRelay

- ✓ **Increased Efficiency:** Minimize manual intervention by automating data capture and analysis.
- ✓ **Improved Customer Engagement:** Respond to customers faster and more effectively using real-time insights.
- ✓ **Actionable Analytics:** Make data-driven decisions based on comprehensive social media metrics.
- ✓ **Cost Savings:** Reduce reliance on multiple tools by integrating social media directly into Dynamics 365.

# SocialRelay in Action

## Marketing Campaign Success

A retail brand launches a new product campaign on Facebook and Twitter. SocialRelay tracks campaign performance in real time, capturing customer sentiments and automating lead generation from positive feedback.

## Proactive Customer Support

A telecom company uses SocialRelay to monitor social media complaints. Critical issues are converted into cases and assigned to support teams, ensuring faster resolutions and improved customer satisfaction.

## Sales Enablement

A B2B software provider tracks product mentions on LinkedIn and Twitter using SocialRelay. Sales teams gain insights into customer needs and initiate timely engagements with potential clients.

## Why Alletec?

Simplify your social media integration, engage with customers, generate leads, and provide timely support with Alletec **SocialRelay** social media accelerator.

### Trusted Expertise

Decades of experience delivering tailored solutions across different industries.

### End-to-End Support

From consultation to post-implementation services, we ensure sustained success.

### Brand Promise

#### Agile

**Quick on our feet**

**Responsive and Flexible**

**Hybrid-Agile methodology**

#### Affordable

**Optimized ROI**

**Sustainable Pricing Models**

**Value Without Compromise**

#### Accountable

**Commitment to Outcomes**

**Transparent and Reliable**

**Partner Beyond Projects**

**USA** - 5605 North MacArthur Blvd., Ste 1000, Irving, TX 75038 | +1 469 767 9753

**CANADA** - 181 Bay Street, #1800, Toronto, Ontario, M5J 2T9 | +1 289 763 5998

**KENYA** - The Westwood, Vale Close off, Ring Road Westlands, Nairobi | +91 120 3000 300

**UAE** - IFZA Business Park, DDP, PO Box 342001, Dubai | +971 58 248 0169

**INDIA** - A-1, Sector - 58, Noida - 201 301 | +91 120 3000 300

