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SOCIAL CLOUD
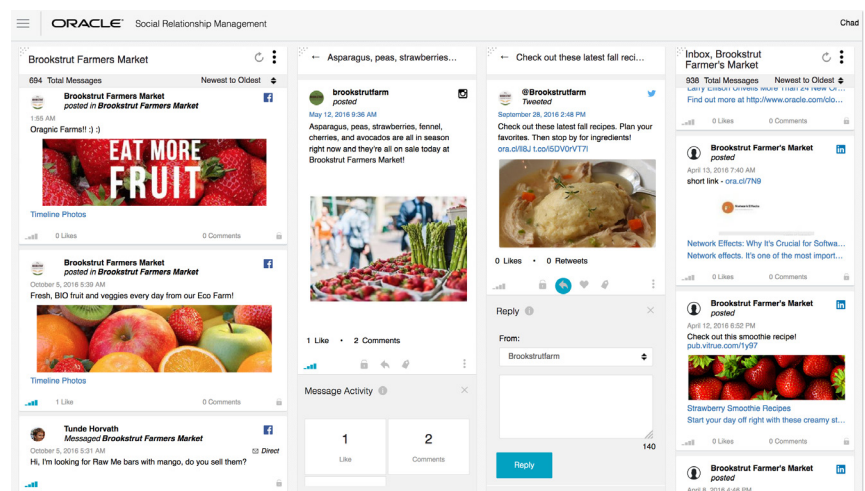
New Engage

Enhanced User Interface
Enables Superior Engagement

Successfully engaging with customers via social media requires the ability to monitor and respond to high volumes of messages across various social channels or topics. Oracle Social Cloud's new Engage platform empowers you to manage all of these activities through a visually inspired easy-to-navigate interface. It is designed to provide you with more customization and greater flexibility, making you more efficient and effective regardless of your departmental role or business function.

Manage Everything in One View

The new Engage experience enables you to view high-volume messages across all social channels in one comprehensive view, eliminating the need to "flip" channels. Images are displayed largely and vividly. At a glance, you can track all message activities on various social properties and respond to individual messages from owned social networks without losing sight of the big picture. Also, you can monitor important topics related to customer service issues, campaigns, events, brands, or competitors.
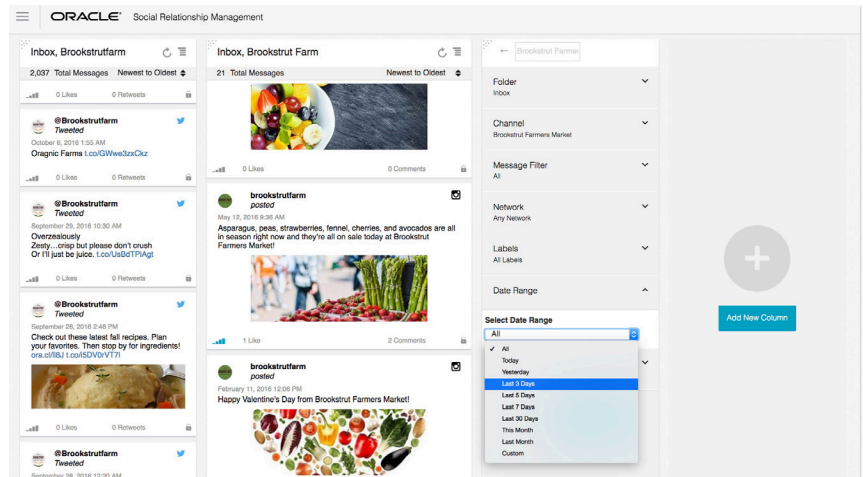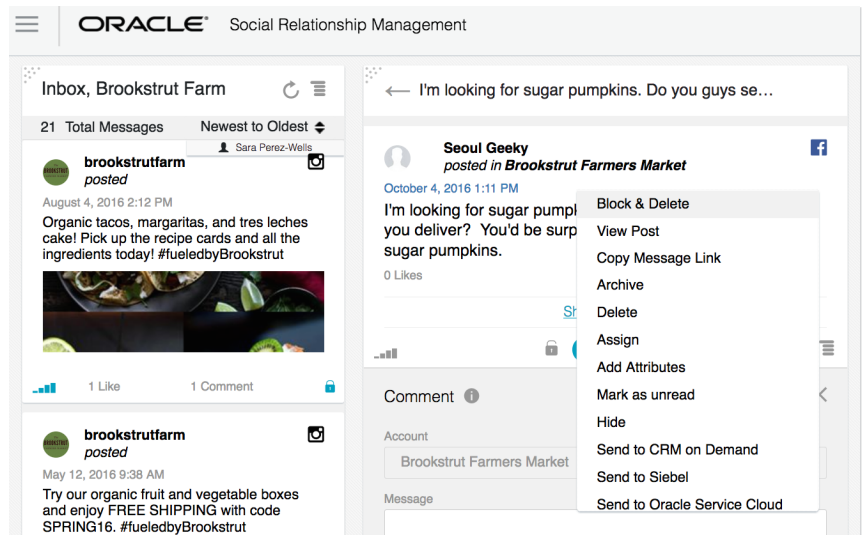
See What You Want, When You Want

The user interface is fully customizable to your specific needs and circumstances. You can easily configure content streams populated with the most important social channels and topics. The content stream columns are flexible so that you can rearrange them by dragging and dropping or resize them with a few clicks. Each column view and setup is unique to you and will persist between sessions. The experience is customizable, flexible and unique.

Powerful New Features for Higher Efficiency

The new Engage includes many powerful new features. Each of them offers unique benefits that help you engage with audiences more effectively and efficiently. The following are a few examples:

- Immediately eliminate unwanted messages using one-click features for blocking Facebook users and deleting Spam.

- Quickly pinpoint important messages related to your event, product or campaign (search by sentiment, user or search term).

- Respond with a branded short URL.

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