



# PROJECTOR

## Social Media Analytics

### SOCIAL MEDIA ANALYTICS

Gamma Analytics' Projector is a social media tool designed to monitor, engage and analyze content globally in real-time. As the volume and velocity of content has exploded, users require specialized tools to manage social media interactions.

Gamma Projector is an MSO optimized listening tool to allow operators to identify social media content -- generated from platforms such as Twitter, Facebook, etc., -- that is relevant to the organization as well as to understand, identify and predict trends. This tool provides a better understanding of the subscriber base and allows proactive and preemptive action to be taken to address or prevent issues as well as support marketing and PR campaigns.

In addition to social media contents, there is an enhanced capability to listen to instant messenger platforms such as Whatsapp, MSN messenger, etc., that serves as a medium for private One to One and One to Many communications. Bundling Instant Messengers along with Social Media provides access to mass market along with privacy and individuality -- making Gamma Projector unique

Gamma Projector has a real time Listening module that can monitor content across multiple platforms for a global content. Listening can be performed in live mode or batch mode or scheduled for future events. Listening can be activated for keywords, specific user set, hashtag, influencers, regions etc.,.

Gamma Projector provides Engagement functionality to directly upload posts to Twitter, Facebook, etc., and send instant messages to Whatsapp, MSN Messenger, etc.,. This allows users to respond to events from the tool itself without having to access a different application and also to provide customer care.

Now organizations can also use Projector as an effective part of their customer care processes too by leveraging the complete potential of social media platforms and instant messengers.

Gamma Projector has an advanced analytical engine to provide a very sophisticated set of analytics, reports and dashboards. Projector combines machine learning and data science to offer a unique feature set that can help the operator realize value from the data.

Gamma Projector also includes an integrated Case Manager to allow users to create, track and resolve issues. Case Manager with built-in Alarm and Alert feature with full notification functionality brings a complete set of features to engage with social media effectively and turn events into actions. Scheduling for future posts can be done using Case Manager. Case Manager can provide support for customer care through social media as well as integrate to existing BSS and OSS systems at the MSO. Option to integrate to CRM systems is also available.

# KEY FEATURES

## LISTENING

Listening is monitoring social media content in various channels like Twitter, LinkedIn, Whatsapp, MSN Messenger, etc., for specific content or types of content. Listening requires identifying relevant content, displaying it and making it accessible through search. Listening function allows users to identify, surface or discover content and people. Gamma Projector features for listening include:

- Based on - Keyword, hashtag, User handle, subject, channel etc.
- Inbound and outbound messages for the company account. The company will register one or many accounts on the Whatsapp platform which is/are then tracked
- Live, batch and historical data streams
- Global, real time
- Identify Influencers
- Track Influencers

## ENGAGE

Social media and instant messenger enable organizations to interact with their customers on a one on one basis. This type of engagement improves customer experience as well as increase customer loyalty.

Effective engagement requires ability to respond rapidly to events in social media as well as shape trends. Our features for engage include:

- Respond to queries and complaints from customers individually or collectively (one or many groups)
- Send proactive communication, offers, campaigns, and notification.
- Schedule posts
- Automated response
- Multi format – text, video, images, etc., as part of communication

## ANALYZE

Analyzing content provides insights that may not be obvious to the casual observer. These results can help identify key areas that need focus as well help understand effective and ineffective processes and campaigns.

Analyze includes the following:

- Real time tracking – Identify important metrics such as complaints, responses, campaigns, turnaround time and discussion points
- Data science – Statistical analysis, predictive analytics, data modeling
- Dashboards, reports, UI
- Sentiment analysis
- Custom and ad hoc analysis

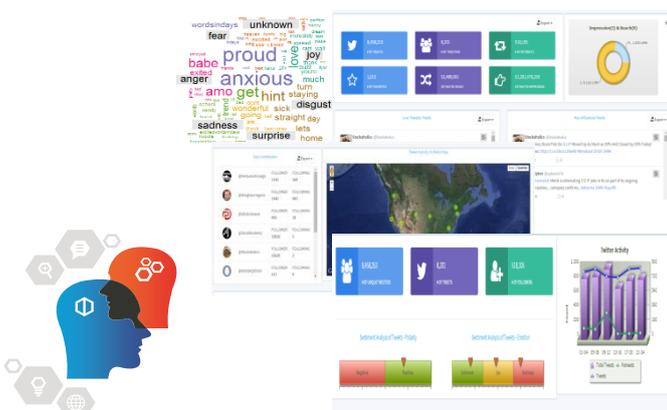
## CASE MANAGER

Case Manager allows users to create, track and resolve issues. Alarms and alerts are also tracked through case manager. Case Manger includes the following

- Integrated case management functionality for customer care processes
- Real-time notification through alarms, alerts, messaging, etc.,.
- Scalable, high volume database
- Track cases from Opening to Close
- Case assignment
- Rule Manager

## ABOUT GAMMA ANALYTICS

We are a next generation data management company with unique technology to provide data analytics based applications. Integrating Data Science features from the ground-up provides a first-of-its-kind capability. Our solutions enable carriers, telcos, MSOs etc., to easily process vast data sets, provision downstream systems or run analysis for usage, revenue, churn, risk, etc., as a stand-alone tool or as complementary to existing functional platforms. We combine domain expertise in Communication Services with advanced capabilities in Social Media, M2M and IoT areas to bring unprecedented value and efficiency for our clients.



**GAMMA**

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