Social for Everyone

In a socially connected world, engagement with your customers can happen anywhere or anytime. Microsoft Social Listening puts powerful social tools in the hands of your sales, marketing, and service teams — helping them connect on social media with your customers, prospects, and partners right within Microsoft Dynamics CRM or with a stand-alone app. Find social insights about your brand, products, and services to gain a true understanding of sentiment about your business.

Key Benefits

Listen Everywhere
Listen Everywhere and understand how people really feel about your business and how you stack up against your competitors
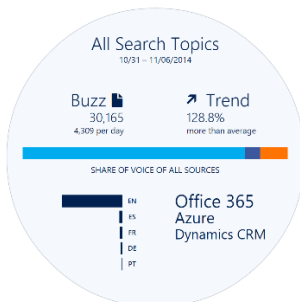
Analyze Sentiment
Analyze Sentiment to determine your share of voice across social channels and know who your key influencers are.

Drive Engagement
Drive Engagement to foster conversations about your brand and turn insight into action with proactive participation.

"Without Microsoft Social Listening, we would not have had the opportunity to hear what was top-of-mind for our stakeholders and the community we serve – and ensure Sealord's work to be sustainable in these areas was understood!"

Alison Sykora
Public Affairs & Communications Manager
*Sealord Group, Ltd.*

Key Capabilities

Social Listening
Listen to what people are saying globally across the social web in 19 languages and analyze sentiment in 6 languages. Know who are your key influencers and stay informed with alerts.

Social Analytics

Gain a true understanding of your business, customers and topics that matter most. Track your share of voice across social channels and visualize your data with advanced filtering.
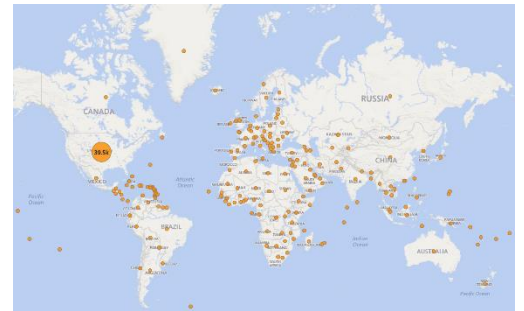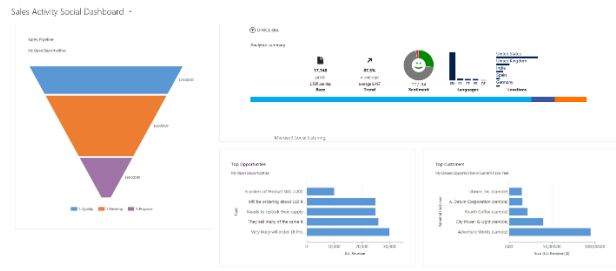
Social CRM

Fully contextual and integrated across sales, marketing and service. See social insights from within Microsoft Dynamics CRM or Microsoft Dynamics Marketing.

Global Availability

Microsoft Social Listening is available in 110[1] markets.
Listens in 19 languages and native sentiment analysis in 6.

For more information, visit:
http://www.microsoft.com/en-us/dynamics/crm-social.aspx

What's New in Microsoft Social Listening

Analyze by Geography
Ability to track and analyze social posts by geography.

Sentiment Language
Track and analyze sentiment in Italian.

Additional Source: News
Searches over 4,500 fully-licensed worldwide publication and news wire

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[1] Planned for December 1, 2014