People increasingly turn to Twitter to engage with your business. Managing those conversations effectively requires a toolset that centralizes communication, surfaces contextual information and provides actionable insights. The Social Care Suite by Sprout Social will enable your team to create remarkable customer experiences that build lasting relationships.

The Need for a Social Customer Care Solution

4 out of 10
Messages sent to brands require a response.

7 out of 8
Messages to brands that require a response still go unanswered.

40%
of customers switch loyalty because a competitor offers better customer service.

Source: The Sprout Social Index

In partnership with Twitter, and built upon Sprout’s world-class social media management platform, the Social Care Suite includes:

Tools for Seamless Support
The scalable Smart Inbox provides the tools to manage all of your customer engagement—from finding and joining conversations to routing messages internally and collaborating seamlessly.

Monitoring in the Social Inbox
Customizable keyword searches reach beyond Mentions and help you discover valuable engagement opportunities, captured in real-time and delivered right to your Smart Inbox.

Access to Powerful Context
Social CRM tools—like shared internal notes and complete conversation history for every Twitter contact with which you’ve ever conversed—empower agents to make informed decisions.

Actionable Social Insights
Uncover insights for proactive and reactive optimization with a suite of reports that include response time/rate, social agent performance, inbound message trend analysis and more.

With Smart Integrations for Deeper Context

Salesforce, Zendesk, UserVoice

1.866.878.3231 | sales@sproutsocial.com | socialcaresuite.com
Build Stronger Customer Relationships

Sprout Social gives you the most powerful tools available to personally connect with customers, solve issues and create brand advocates.

NEVER MISS A MESSAGE
Stay on top of customers’ needs with the flexible Smart Inbox—search, filter and mark Tweets and DMs complete to seamlessly address all inquiries.

PERSONALIZE EVERY EXPERIENCE
Respond quickly and personally with access to complete conversation history and contact details when you hit reply.

FIND OPPORTUNITIES TO ENGAGE
Use real-time keyword searches to monitor what people are Tweeting about your brand, your products or any topic relevant to your brand or industry.

CREATE ACCOUNTABILITY
Maintain a high level of customer satisfaction by tracking individual agent and team performance.

MEASURE THE IMPACT
Impression and engagement metrics help you understand how a single Tweet can do much more than resolve an individual issue.

GO BEYOND PROBLEM SOLVING
Anticipate needs and converse with followers to foster real relationships and create a community of brand advocates.

FIND OPPORTUNITIES TO ENGAGE
Use real-time keyword searches to monitor what people are Tweeting about your brand, your products or any topic relevant to your brand or industry.

“Sprout Social has helped us reach our goals of having quality, timely conversations with our current and potential customers on Twitter. It helps us identify and assist those who are stuck, discover fans, cultivate relationships and educate our users.”

JESSIE LAHAIE
Senior Online Community Specialist, TechSmith

15,000+ BRANDS AROUND THE WORLD TRUST SPROUT