Social Media Support

Alphanumeric provides high quality, scalable Social Media Community Management Services that are tailored to the needs of our global customers. We provide professional, technical, and advisory support for designing & implementing custom tailored community management solutions. We help customers meet their marketing, reputational, and regulatory requirements by optimizing review and handling processes, facilitating information sharing through focused reporting, achieving quality policies and objectives, and providing award winning customer service. We employ a team of Business Analysts, Technical Experts, and Social Media Specialists trained to design, implement, and manage industry leading customer experiences.

– Our Services Include –

Response Planning & Management
- Standardized Response Development
- Response Usage Reporting
- Real-Time Exceptions Handling
- Fixed & "Guidelines" Based Response Structuring

User Generated Content (UGC) Monitoring
- Public UGC (comments, replies, mentions, etc)
- Private UGC (direct messages, etc)
- Owned Accounts
- Paid Advertising Accounts
- 3rd-Party (Influencer) Posts
- Custom Websites
- Social Forums
- Listening Campaigns (keyword, hashtag, etc)

Reporting
- Account Activity
- Standardized Reporting
- Flexible Ad-Hoc Reporting
- Campaign & Post Metrics
- Agent Metrics
- Community Concerns & Developing Issues

Systems Support
- Native Interface Option
- 3rd Party Activity Aggregator Software
- System Design, Customization & Implementation
- Customer Relationship Management (CRM) Integration

Pharma Focus
- Regulatory Oversight & Compliance
- Regulatory Reporting
- Adverse Event Handling

Global Issues
- Multi-Language Support
- 24/7 Monitoring Options
- Custom Timezone Monitoring for Resource Management
- General Data Protection Regulation (GDPR) & Data Privacy Adherence
- Crisis Management Services

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