

AVEPOINT PODIUM

FOR MODERN BUSINESSES

As organizations aim to modernize, communication with customers must evolve from being traditionally one-sided into dynamic conversations that embrace new mediums and social networking.

With AvePoint Podium, organizations can provide consistent engagement and communication with all customers. By monitoring and reviewing customer social media sentiment trends, organizations can better connect with and serve the customers they support.



IMPROVE MONITORING

Gain insight into customer sentiment by monitoring social network activity and customer portals.

Review social media sentiment trends over time to better understand approval ratings, key concerns, areas of improvement, and more.



ENCOURAGE ENGAGEMENT

Broaden reach and overcome traditional barriers such as time and location by hosting online meetings in conjunction with in-person town hall meetings.

Deepen engagement and give customers a voice by conducting real-time polls and surveys to quickly address questions or issues as they arise.



INCREASE TRANSPARENCY

Keep customers informed by making recorded meetings – as well as actions, decisions, and other public information – readily available online.

Allow customers to submit discussion topics and agenda items directly into meetings.

LISTEN. COLLABORATE. TAKE ACTION. TRACK RESULTS.

Using Microsoft technologies – including Dynamics CRM, Azure Media Services, SharePoint, and Yammer – AvePoint Podium provides a centralized platform for organizations to work directly with customers for faster resolutions. By giving customers a voice, organizations gain more insight into sentiment, and quickly address issues as they arise with ad-hoc online meetings and instant surveys.

ENHANCED CUSTOMER ENGAGEMENT. INCREASED TRANSPARENCY.

Powered by:     



FOR CUSTOMERS:

- Become an active participant and agent of change by engaging organizational officials in online forums, through social media, and during online town hall meetings
- Stay informed on current affairs by attending online town hall meetings, and provide real-time feedback by participating in online polling and surveys
- Gain insight into past town hall meetings by watching on-demand recordings, and viewing actions and decisions that came out of those meetings



FOR AGENCY STAFF:

- Measure the effectiveness of campaigns with business intelligence tools
- Quickly pivot to address issues as they arise by responding in real time through social media channels, or with blog posts or online meetings
- Host online meetings in conjunction with, or in place of, in-person town hall events to remove traditional time and location barriers
- Provide transparency to customers with online tracking of actions, tasks, and decisions made during online meetings, ensuring future discoverability



FOR MANAGEMENT:

- Proactively monitor customer social media sentiment with social listening, analytics, and business intelligence tools surrounding current issues
- Broaden engagement across your customers by taking advantage of social media as an information sharing and communication platform as well as for hosting online meetings
- Deepen engagement and gain real-time feedback for greater insight during online meetings with surveys and polls
- Provide transparency and accountability to stakeholders by tracking decisions and storing meeting records and actions online

NEXT STEPS

To find out more about AvePoint's solutions for Modern Businesses, please contact Sales@AvePoint.com

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