

Clearvale by BroadVision

Clearvale by BroadVision is the first network of networks for the social enterprise. Based in the cloud, Clearvale offers flexibility, agility, and the ability to collaborate with customers, partners and employees more effectively and create a meaningful presence on the open social web.

Clearvale for Social CRM

Where traditional CRM has focused on tightly controlling customer interactions, Social CRM focuses on integrating all customer engagement channels to enable better communication between customers, customer service and other company employees. Clearvale for Social CRM allows companies to manage relationships with their customers. Using Clearvale, an externally facing website can be created that is dedicated to engaging and interacting with customers. Tools such as blogs and forums give companies the ability to listen and respond to their customers, make announcements, and encourage interaction among customers and employees.

Information can easily be moved from the externally facing customer site to the company's private enterprise social network. Colleagues can internally discuss and analyze the questions and comments left on the customer site, and more easily understand and adapt to the needs of their customers.

Features include the ability to:

- Create and maintain external facing websites designed for customer engagement
- Monitor conversations centered around your company, products and services
- Encourage interaction between customers and employees
- Respond directly to the customer questions and comments
- Track and collect information provided by customers and share it with the company's internal enterprise social network to help guide product roadmap decisions, spot trends, and identify opportunities for improved customer satisfaction

