



CoreMedia Elastic Social for Commerce

Drive conversations around content and commerce with unlimited scalability

Tap into the groundswell

According to a recent survey report from global market intelligence firm Mintel, nearly 70% of all consumers, and 82% of Millennials, seek opinions before buying. These days, customers want to interact with each other—not just with brands. Social networking now plays a critical role in product discovery, purchase, and ongoing loyalty. Companies that don't support online conversations for their content and products risk losing customers to competitors who do.

Turning an online store into an interactive platform for product-driven discussion and engagement will increase site visits, usefulness and customer experience. This enables a greater “return on engagement” by increasing revenue and customer loyalty, lowering customer service costs and delivering richer insight into customer satisfaction.

Scalable engagement for high-performance online stores

With CoreMedia Elastic Social software, companies can turn their online stores into vibrant, and truly scalable, engagement platforms for community and conversation about their products and their brand—and host it in their current datacenter or a distributed cloud environment.

The solution offers all of the features required to engage in dialogue around brands and products—community member profiles, preferences, ratings, comments, and moderation. It is fully customizable and fully extensible to grow with a company's community and business ambitions.

AT A GLANCE

- Product reviews & ratings, sharing, likes, comments and threaded discussions
- Widgets for “Most Commented”, “Best Rated”, “Top Rated”, “Most Liked”, and “Most Shared” products and content
- Support for rich media uploads and social content curation
- Leverage social data to deliver personalized product recommendations
- Integrated community management and content moderation
- Virtually unlimited scalability on premise or in the cloud: support content from millions of visitors with full-page response times under 500ms

1 Optimize merchandizing

CoreMedia Elastic Social allows companies to take the pulse of their customers: they can create discussions around specific products and services, gauge opinions, test new ideas and get rapid, honest feedback. This not only enables companies to develop new products and services faster, but also gives them greater confidence that these offerings will find a ready market.

2 Learn from customers

CoreMedia Elastic Social provides invaluable feedback on current products and services through reviews, ratings and comments. Following topics on threaded discussion will provide instant insights into the issues that are of real importance to customers. Approved contributions can be promoted to the branded content repository and reused on any store or brand site.

3 Reduce support costs

By encouraging a community around their products and brand, companies empower visitors to help each other resolve issues. This can dramatically reduce returns and improve the quality of the support that must be provided through contact centers and increase customer loyalty.

4 Protect your brand

The integrated community management features of CoreMedia Elastic Social allow users to search for, approve, ban, delete or ignore community members. All social content—including comments and rich media uploads—can be approved or rejected through Elastic Social's integrated collaborative moderation tools.

5 Grow without limits

As companies incorporate increasing amounts of reviews and other social content into their online stores and brand sites, a new challenge has emerged. As more visitors contribute content, it becomes increasingly difficult to aggregate and publish the results of this interaction in real-time without slowing site performance. CoreMedia solves this problem by leveraging its extensive experience with high performance computing architecture to create one of the most scalable social software tools on the market.

6 Expand into the Cloud

CoreMedia Elastic Social has been architected from the ground up for a range of public or private cloud environments. This saves time and money while protecting companies from unexpected surges in social Web traffic. Only CoreMedia allows companies to expand their social repository as their communities grow—without restriction.

The screenshot displays the moderation interface for 'Perfect Chef USA'. It features a sidebar with navigation options like 'Bookmarks', 'Create Content', and 'Downloads'. The main area is divided into a moderation queue and a detailed view of a contribution. The queue table lists contributions with columns for Type, Username, Details, and Date. The detailed view shows a 5-star rating and a comment: 'bought them last week - and I have to say, they are brilliant! Extremely high quality - and a compelling price.' A notification box states: 'Your contribution is being reviewed and is not public yet. Fantastic Glasses! have bought them last week - and I have to say, they are brilliant! Extremely high quality - and a compelling price.' Below the comment is a photo of wine glasses and a bottle.

Manage users and collaboratively moderate user contributed content.

A Dynamic processes for aggregating, curating and publishing social content, including ratings, likes, nested comments, and product reviews. Ready-made profile management system for profile creation and subsequent changes.

B Collaboratively moderate social contributions, including pre- and post-moderation of user-generated content. Add inappropriate content to a global blacklist. Manage social profiles: search for, approve, ban, delete or ignore users.

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