

Social Analytics & CX Solutions

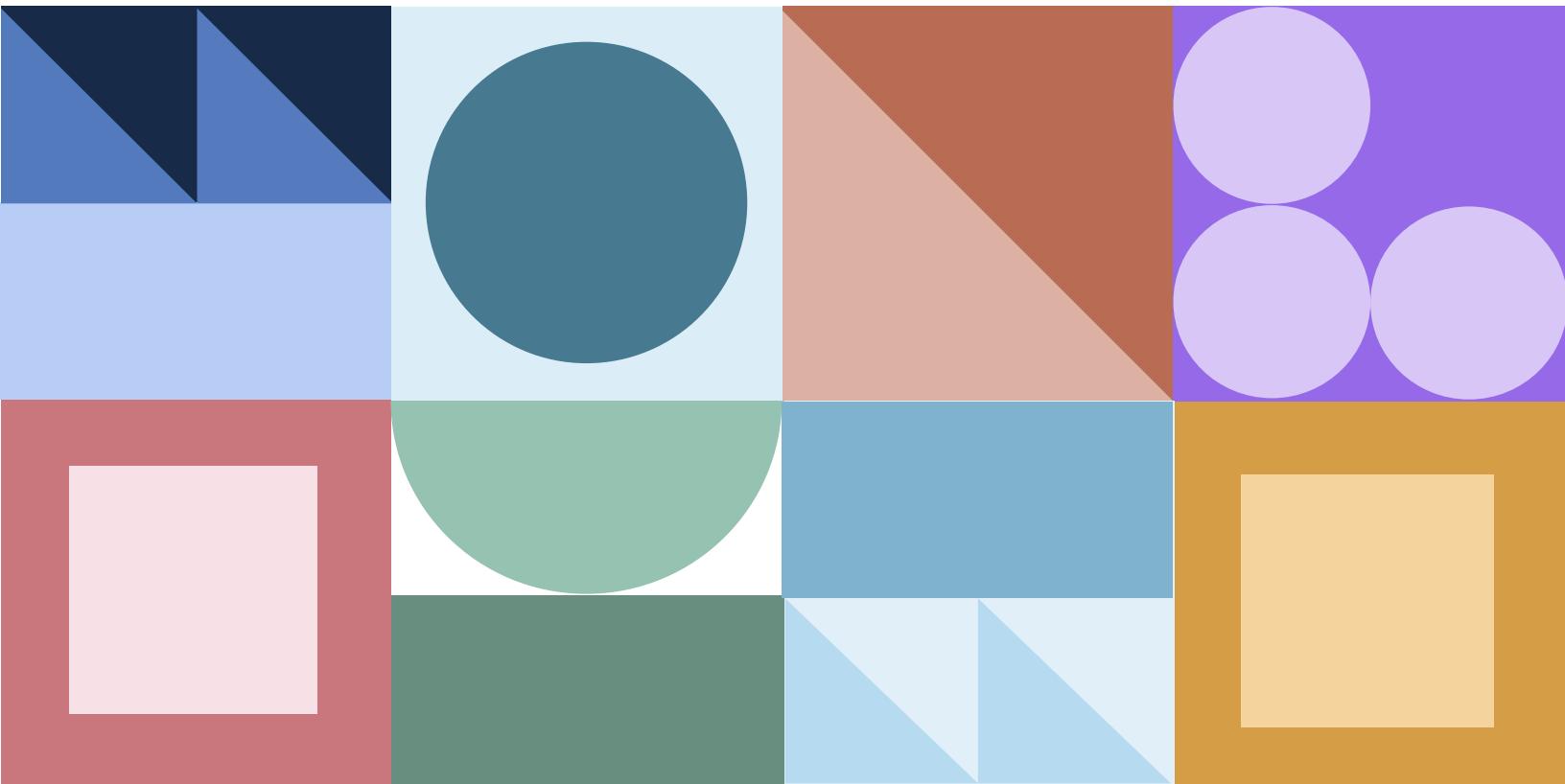


Table of Contents

OVERVIEW

Who We Are	2
Platform Overview	3
The Nuvi Language Engine	4

OUR PRODUCTS

Listen	5
Plan	6
Publish	7
Engage	8
Analyze	9
Capture	10
Review	11
Locate	12

Who we are

WHY WE EXIST

We exist to help you close the gap between you and your audiences. Poor customer experience creates this gap and leads to the following problems:

- Slow customer growth
- High customer service costs
- High customer churn

By positively affecting loyalty behaviors, you can solve these issues and increase your revenue by up to 75% over three years.

HOW WE DO IT

Nuvi is the social analytics and customer experience platform that helps companies craft and deliver the ideal message that evokes emotions customers should feel with every company interaction.

We do this through these innovative solutions:

- Nuvi Listen
- Nuvi Plan
- Nuvi Publish
- Nuvi Engage
- Nuvi Analyze
- Nuvi Capture
- Nuvi Review
- Nuvi Locate

OUR PROMISE

We will be your guide, leading you to a pool of knowledge waiting to be transformed through your innovation. We promise to lead you there as your partner.

OVERVIEW

Nuvi is a social analytics and customer experience platform that helps companies create and deliver the ideal message and emotions that customers should feel with every company interaction. We do this with solutions that help companies manage their touch points with every customer, streamline team collaboration, and gain valuable insights through real-time data.

Problems we help solve:

- Slow customer growth
- High customer service costs
- High customer churn
- Poor customer experience

USE CASES

- | | |
|--|----------------------------|
| | Brand Management |
| | Customer Experience |
| | Content Strategy |
| | Influencer Marketing |
| | Market/Competitor Analysis |
| | Compliance Management |
| | Multilocation Management |
| | Crisis Management |

OUR PRODUCTS



Listen

Learn about your audience by listening to them with intelligent, intuitive, real-time social listening.



Plan

Drive your customer experience strategy with collaborative planning. Increase your team's efficiency.



Publish

Align your teams with full control of content and become a force to be reckoned with.



Engage

Interact with Your Audience in real-time. Become more authentic, genuine, personable.



Analyze

Innovate and perfect your strategy with actionable data—a necessary step in connecting with your audience.



Capture

Our convenient app for creating employee-generated content. Perfect for multilocation and brand management.



Review

Easily solicit feedback through review management built for multilocations or agencies.



Locate

Publish your business(es) across 60+ directories and start showing up accurately and consistently across the web.

The Nuvi Language Engine

For most social listening platforms, language analytics usually requires a partnership with a third-party company. While it gets the job done, we saw room for improvement so we set out to build our own tool that would improve the quality of data that you receive.

Starting with sentiment analysis, the Language Engine will offer a wide array of compelling data points to aid in the analysis of your social listening. We used a combination of human-annotated data and machine learning algorithms to put together a system that is more powerful than ever and can keep up with the ever-changing nuances of modern language.

LANGUAGES SUPPORTED

	Sentiment	Intent	Categories	Keywords	Phrases	Subjectivity	Verb Tense	Vulgarity
English	■	■	■	■	■	■	■	■
Japanese	■	■	■					
Spanish	■	■	■	■		■		
Portuguese	■			■		■		
French	■			■	■	■		
German	■	■	■	■	■	■		■
Korean	■							
Thai	■							
Russian	■	■	■					
Arabic	■	■	■					
Indonesian	■							
Italian	■			■	■			
Turkish	■							
Malay	■							
Chinese	■							
Dutch	■							
Vietnamese	■							
Swedish	■							
Tagalog	■							
Polish	■							

- Premium
- Basic
- Basic Upon Request

CORE DATA POINTS

Sentiment Score

Real human emotion lives on a spectrum and that's exactly how we deliver it—with an industry-leading 80% accuracy.

Vulgarity

Vulgarity can indicate where strong opinions may live within your audience. Use those opinions to your benefit.

Subjectivity/Objectivity

Learn whether a mention is expressing fact or merely an opinion.

Verb Tense

Tense shows intent. Gain insight into your audience's motives by seeing how verbs are utilized.

Influencer Score

On a scale of 1-100, see how large the sphere of persuasion is for a potential influencer.

Author Demographics

Learn more about your audience through our accurate gender prediction data and geolocation tagging.

Trending Phrases

You simply don't have time to read thousands of comments and conversations to identify themes. That's why we let the data work for you.

Intent

Make better informed sales decisions by understanding the intent of the author to buy, recommend, or quit.



Listen

Establish and enhance your customer experience strategy by understanding what your audiences are saying in real-time. Gain insights into trending keywords, topics, and influencers to connect more meaningfully with your customers and compete more intentionally against competitors.

WHERE WE LISTEN

Among the hundreds of online sources we listen to, here's just a some of the most notable data sources.

Facebook	RSS Feeds	LexisNexis
Linkedin	News Sites	Reddit
Twitter	Tumblr	Wordpress
Instagram	Dailymotion	Weibo
Youtube	Stackoverflow	VK

USE CASES

- Brand Management
- Customer Experience
- Content Strategy
- Influencer Marketing
- Market/Competitor Analysis
- Crisis Management

CORE FEATURES

Real-Time Monitoring

Explore your brand's online landscape and discover industry trends as they happen.

Identify Opportunities

Discover insights, trends in sentiment and language, and influencers to expand your current audience.

Monitor Campaigns

Measure the impact of your campaigns across multiple channels with intuitive data visualizations.

Crisis Communication

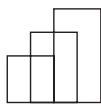
Know when a crucial mention is made with real-time alerts to manage and even prevent a potential crisis.

Instant Alerts

Set alerts to notify you when activity happens around your brand, keywords or phrases, and hashtags.

Automated Reporting

Reports on-demand. Schedule reports to be automatically delivered to your inbox.



Plan

Plan

Insights from data can only create change if they are used strategically. Transform your discoveries into an actionable content plan using collaborative tools.

Act

Using a KANBAN-style workflow, you can drive your plan from initial idea to full approval and every stage in between.

React

A great plan is adaptable. Given the fluid nature of the social media landscape, you want tools that allow you to react quickly and manage your audience's expectations.

USE CASES



Brand Management



Customer Experience



Content Strategy



Crisis Management

CORE FEATURES

Create Together

Our permissions-based Plan solution allows for easy collaboration and content creation. Assign posts to the people that need to see them or mention them in the comments to notify them they are needed.

Plans at a Glance

Instantly tell how many posts you have scheduled, for how many accounts, and for what topics in an easy to use universal calendar.

Stay in the Know

Want a post to repeat each month? Easy. Set up channels, posts, and repeated posts to send reminders to your email slack or other platforms when they are being published.

Content Management

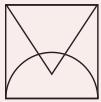
Upload photos, videos, and copy instantly in calendar view.

Big Picture

View your entire content marketing plan at a glance and easily adapt at any point to changes in the market using a KANBAN board.

Gather Content

Group content together as tags that you can plan out on a regular basis.



Publish

Create a more efficient team with full collaborative control of your content. Transform ideas into published brand collateral in a simple-to-use interface. Create killer content, work through ideas, compile assets, create posts, designate roles, review, and publish to multiple social channels—all from one platform.

WHERE YOU CAN PUBLISH



Facebook



Twitter



Pinterest



LinkedIn



YouTube

USE CASES



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Crisis Management



Influencer Marketing

CORE FEATURES

Gain Full Control

Change every aspect of a post in one place. Set different copy for different channels. Drag and drop posts into each category you set up for the process of ideation to publishing.

Grant Permissions

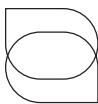
With our permissions-based access, you can even let influencers and external teams publish to your channels without handing over passwords.

Tag and Comment

Tag teammates when content is ready to progress, be reviewed, or approved. Start conversations at any point in the process and track all edits without leaving the platform.

Expand Your Workflow

Manage workflows beyond just social. Schedule events, articles, press releases, and more.



Engage

Actively reach and impact the conversations around your brand and industry in real-time. Discover where conversations around your brand are happening, engage with potential customers, and build strong relationships with your audience in your own authentic and personable way.

WHERE YOU CAN ENGAGE



Facebook

- Direct Messages
- User Wall Posts
- Comments on Brand Posts



Twitter

- Direct Messages
- @mentions/replies



Instagram

- Comments on Brand Posts

USE CASES



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Influencer Marketing

CORE FEATURES

Respond Your Way

Create tickets for inbound messages and assign responsibility to respond instantly. Snooze messages that aren't urgent, but still need a future response.

Get the Big Picture

Leave notes that will help team members deal with a user's future issues and gather summaries of past engagements. Integrate with Salesforce and most CRM's to see every interaction a customer has had with you.

Automated Responses

Have templated answers to questions ready to go so you can engage with just a click.

Collaboration

Communicate issues to the right departments instantly by assigning the appropriate team members to quickly resolve customer inquiries.

Filter Conversations

Know which conversations are open or closed, urgent or minor, so you can prioritize your responses accordingly.



Analyze

Analyze your way to a more perfect strategy of action. Measure campaign or product performance with rich analytical gathering software that reveals how you can best leverage your audience's social data. Create, fine-tune, or alter strategies based on real-time insights.

WHAT AM I ANALYZING?

Your Facebook Profile

Your Twitter Profile

Your Linkedin Profile

Your Instagram Profile

Innovate and Connect through Data.

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Brand Management



Customer Experience



Content Strategy



Crisis Management



Influencer Marketing



Market/Competitor Analysis

CORE FEATURES

Competitor Tracking

Monitor your competitors' campaigns, products, and other strategies. Identify what is going well for them, or what isn't, and design strategies based on those insights. Determine trends within your industry so you stay ahead of the game.

Campaign Performance

Utilizing a centralized reporting dashboard, receive actionable insights about your campaign's performance. Get dynamic and exportable reports that help you stay ahead of the competition with key metrics focused on your audience.

A/B Testing

It's all about improving. Narrow down which strategies will work best through testing and pivot your campaigns quickly.

Demographic Data

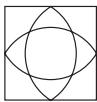
Knowing where your audience is, online or not, and what interests them illuminates unique strategies specific to them.

Engagement Metrics

Compare your top posts across channels and see all your engagement metrics from multiple channels in one place.

Competitors' Top Content

Analyze your competitor's top performing strategies and implement what works, with your own brand spin.



Capture

In the online world, content is king. Nuvi Capture expands your content-creating capabilities by giving your employees an easy-to-use photo app. Take photos, get required signatures for media sharing, schedule posts, save to a shared gallery between multiple locations/brands, and post to social channels right from the app.

USE CASES



Brand Management



Customer Experience



Content Strategy



Compliance Management



Multilocation Management

CORE FEATURES

Easy-To-Use Camera App

Put content-creation abilities in the hands of your employees no matter where they are. Choose which location you belong to, then start capturing.

Compliance-Enabled

As you start snapping away, choose between HIPAA or General Media & Marketing Release Forms to get needed signatures before you share content. Taking a photo of a group? No problem. Grab all their signatures and info in one go.

Schedule and Post

Once you have your image looking spot on, add a website link and/or hashtags, then schedule it to publish to Facebook and Twitter.

Universal Gallery

Save your images to a shared gallery across the locations or brands you've enabled for your business. Easily browse, schedule, and post content right from your gallery.

Add Stickers

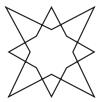
Choose from an expressive library of stickers to add to your photos.

Share With Your Customers

Send the content you just captured of your customer(s) to them in a text with a link to share on Facebook.



Become the obvious choice.



Review

The key to finding new customers is to connect with your current ones. Nuvi Review allows you to get feedback from your customers in a simple, intuitive interface. Easily send review invitations through text and email, monitor the progress, send reminders, and let the stars align.

SEE REVIEWS FROM

Google My Business
Facebook
Brownbook.net
Chamberofcommerce.com
CitySearch
CitySquares
Cylex
External First Party
EZLocal
First Party

Foursquare
iGlobal
Insider Pages
Kudzu
MerchantCircle
n49
Opendi
Public Relations
ShowMeLocal
Superpages

Topix
TripAdvisor
USCITY
Where To?
Yahoo!
Yellowwise
Yelp
YP
Zillow

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- Brand Management
- Customer Experience
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- Multilocation Management

SEND & RESPOND TO REVIEWS ON

- Facebook
- Google My Business

CORE FEATURES

See Reviews in One Place

See all your reviews from 29 different review platforms in one easy-to-use interface.

Generate QR Codes

Connect the physical space of your business to the digital world through uniquely generated QR codes. Place them in your location to help generate review invitations.

Send Review Invitations

Upload a CSV file of contact info for invitation blasts or send them individually via text or email. Direct them to review your business on Google and Facebook.

Create Custom Templates

Customize your message and easily save as a template to save time for future review invitations.

Monitor Progress

Track when review requests are sent, opened, clicked, and completed. Get notifications when new reviews show up about your business.



Show up and get found.

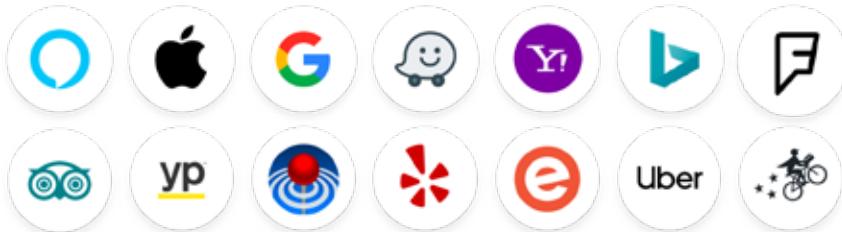


Locate

A customer's journey often starts with a local online search. Show up consistently and accurately across 60+ directories by easily managing your business listing for each location on one intuitive platform.

WHERE YOU WILL BE LISTED

Here's just a few of the top directories where you'll show up.



USE CASES



Brand Management



Customer Experience



Content Strategy



Multilocation Management

CORE FEATURES

Publish Everywhere With a Click

Create your listing by including:

- Business name
- Address
- Categories
- Phone number
- Business description
- Featured message
- Business Hours
- Links for website and/or email
- Photos
- Keywords
- Product Offerings
- Payment Methods

Manage Multiple Locations

Choose between any location you're managing and see all info listed and which directories it is actively being published to.

Save Time With Edits

Let's say you move locations, have a holiday coming up and need to change business hours, or update which methods of payment you receive, make any edit to one or all of your locations and publish to all directories in one click.

YOU + NUVI = :)

*Start understanding and
connecting with your audience
by requesting a demo.*