



Twitter Integration

Integrating Twitter with business software



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Twitter has been a revolution for organisations but many now realise the commercial risks associated with it. Twitter can have a competitive, legal and monetary impact on businesses so can you afford not to have a robust Twitter management strategy in place?

Orbis Software and its global partner community have collaborated to deliver the drag and drop functionality you need to quickly and simply integrate with Twitter.

The Problem:

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. Yet the underlying problem for many organisations is their ability to monitor, record and respond appropriately in real time to Twitter customer, prospect or competitor tweets.

The Solution:

The TaskCentre Twitter Integration solution can automatically monitor, record and respond to tweets to your exact business rules.



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Removing company risk associated with Twitter

Businesses that do not proactively manage Twitter expose their company to legal, monetary and competitive risk. In many cases this risk exposure is due to the lack of time, resources and skills to monitor and record all Twitter communications.

TaskCentre can automatically monitor Twitter for tweets about your product etc and record them against an associated contact record in your CRM system. It can also automatically notify an internal employee via email should action be required.

Automatically responding to important tweets

Twitter data only has value if it is acted upon. Yet, many organisations do not have the employee resource to capitalise on the wealth of intelligence that can be gathered from Twitter.

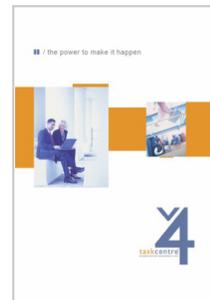
TaskCentre can automatically respond to tweets based on business rules e.g. if a customer praises your product via a tweet it could automatically send a thank you or promotional code for a related product. Conversely, if a person tweets a derogatory remark about your brand TaskCentre can notify them of an exclusive customer service number or drive a workflow to your legal team.

Integrating Twitter with other platforms

Very few organisations have integrated Twitter with their eCommerce, CRM, ERP or eMail marketing tool but by doing so organisations can drive revenues and fend off the competition.

TaskCentre can monitor Twitter for competitor tweets regarding promos or coupons and send out a competitive tweet. It can also identify slow moving stock in your eCommerce or ERP system and create and send an integrated Twitter and email marketing campaign.

Want to learn more about TaskCentre?



TaskCentre Brochure

What is TaskCentre, how does it work and what will it do for your business? Find out today.

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