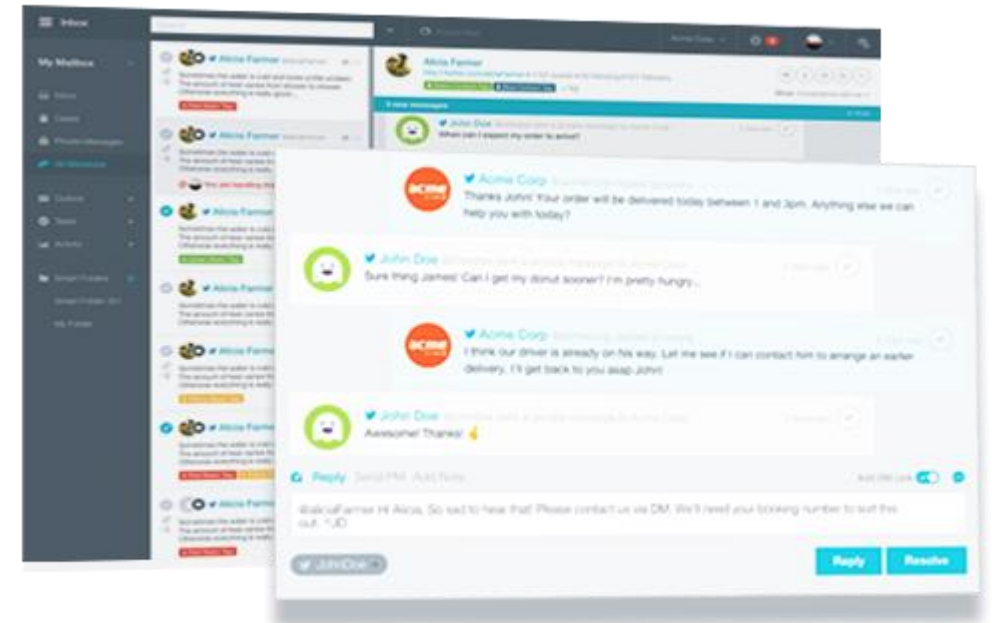# alpro®

CLARABRIDGE ENGAGE

Platform training

AGENDA

- Channel coverage
- Inbox basics
- Reply time SLA
- Support channels

BUT FIRST, LET'S LEARN BASIC CLARABRIDGE LINGO

Mention
Any type of conversation from a consumer on social that is captured in Claragbridge Engage, going from direct messages to consumers tagging our brand in their social posts.

Inbox
The section within Clarabridge Engage where all your mentions arrive. Here you can monitor and engage with these mentions similar to an email inbox. Within plant-based, each combination of brand and country receives a dedicated inbox.
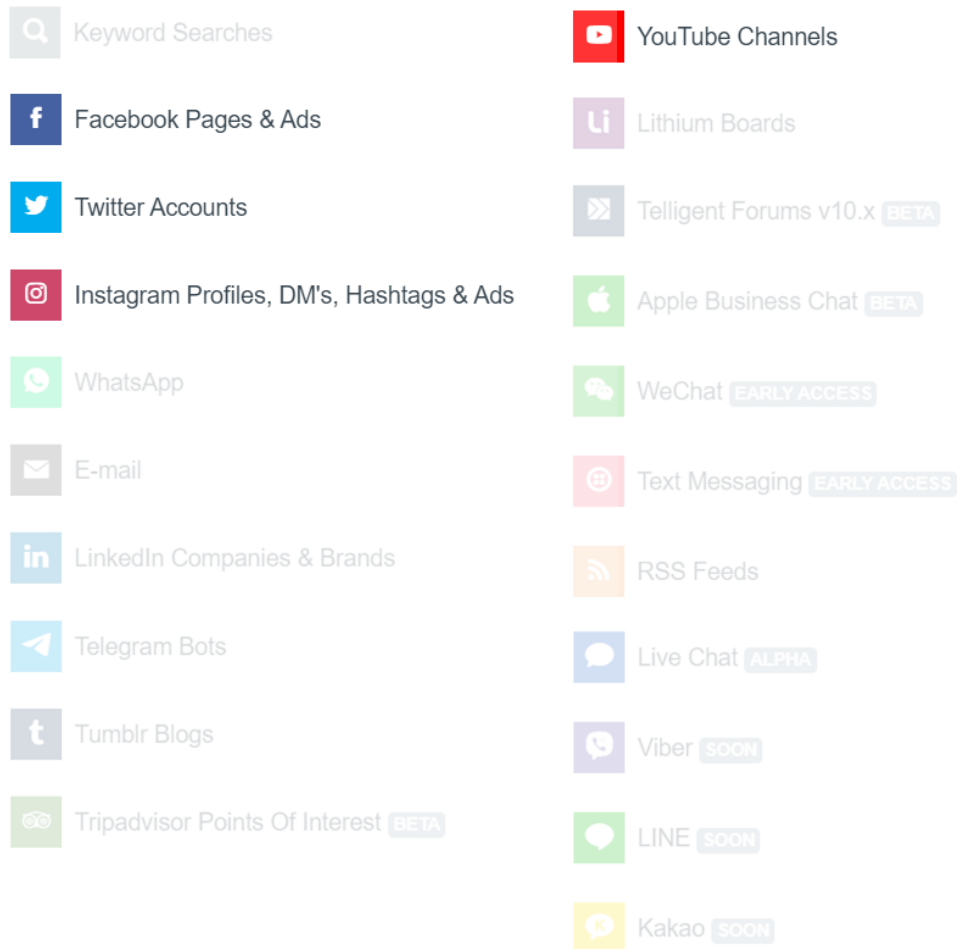
Status resolved
A mention should be set to resolved once no further action is required. Resolving a mention does not mean it's been deleted, it merely moves from the inbox to the archive.

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CHANNEL COVERAGE

Which digital consumer touchpoints are we capturing?

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WHICH CHANNELS ARE MONITORED IN CLARABRIGE ENGAGE?

Keyword Searches

Facebook Pages & Ads

Twitter Accounts

Instagram Profiles, DM's, Hashtags & Ads

WhatsApp

E-mail

LinkedIn Companies & Brands

Telegram Bots

Tumblr Blogs

Tripadvisor Points Of Interest BETA

YouTube Channels

Lithium Boards

Telligent Forums v10.x BETA

Apple Business Chat BETA

WeChat EARLY ACCESS

Text Messaging EARLY ACCESS

RSS Feeds

Live Chat ALPHA

Viber SOON

LINE SOON

Kakao SOON

Global (4 topics, 15 streams)

Global - Alpro

Global - Alpro - LinkedIn

Global - Barista Unfiltered

Global - Provamel

DE (Germany) (2 topics, 6 streams)

DE - Alpro

DE - Provamel

DK (Denmark) (1 topic, 3 streams)

DK - Alpro

Global social accounts

DMs, comments on organic posts on our global page, posts we're tagged in or containing our brand hashtag

DMs, comments on promoted and organic tweets or tweets containing our brand hashtag

Comments on videos

Local social & ad accounts

Comments on ads (including dark posts)

DMs, comments on organic posts on the local page, posts we're tagged in or containing our brand hashtag

DMs, organic tweets or tweets containing our brand hashtag

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LIMITATIONS OF API CONNECTIONS PROVIDED BY SOCIAL PLATFORMS
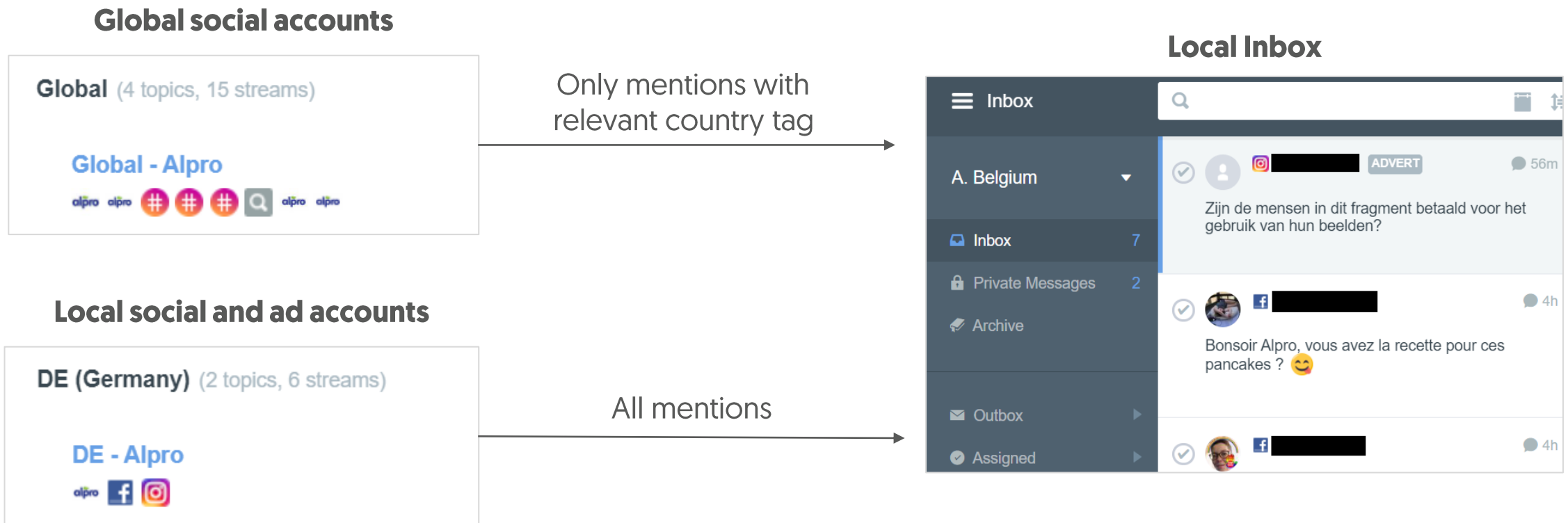
WHAT CONTENT CAN BE MONITORED?

	Supported	Not Supported
Facebook	Engagement on a Page's feed (posts, comments, replies); Unpublished & dark posts; Ads, Posts made by users/pages in which your profile is tagged, Direct messages (except group DMs)	Posts from other profiles that your profile shared (depending on privacy settings); events & activity on events; stories; recommendations; reactions; comments on photos in albums; live events in real-time; groups; polls; public search, group DMs
Instagram	Photos, videos, comments, replies on comments, stories; posts from public Instagram profiles in which your business profile is tagged in the photo (only tracking) or @mentioned in the caption/comment (both tracking and commenting); comments from a public instagram profile in which your business profile is @mentioned; ads (the ad, comments and replies), Direct messages (except DM requests)	IGTV, reels, data from private profiles, locations, data from unauthorized pages, DM requests
Twitter	Tweets from and @to your authorized profile; tweets that match your keyword search; quoted retweets, Direct messages (except group DMs and DM requests)	Ads; pictures in which you're tagged; tweets not available in the Public Search API (e.g. ghost-banned profiles); polls (question will get crawled but poll+results won't); tweets from private profiles, group DMs, DM requests
YouTube	Videos & their comments	Live Streams, Estimated amount of minutes watched, single video engagement metrics, Direct Messages

WHICH ACTIONS CAN BE TAKEN?

	Facebook	Instagram	Twitter	YouTube
Reply	✔	✔ (except for hidden comments and posts in which our profile is tagged in the photo)	✔	✔
Reply with PM	✔	✔	✔	n/a
Like/Reaction	✔	n/a	✔	✘
Delete	✔	✔	✔	✔
Hide	✔	✔ (except hidden comments)	n/a	✘
Block Author	✔	n/a	✘	✘

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HOW DATA IS COLLECTED AND STRUCTURED

Community managers have access to a personal inbox which collects all mentions from their local social and ad accounts and any mentions from the global accounts relevant to the country managed in that inbox.

Global social accounts

Local Inbox

Global (4 topics, 15 streams)

Global - Alpro

Only mentions with
relevant country tag

Local social and ad accounts

DE (Germany) (2 topics, 6 streams)

DE - Alpro

All mentions

INBOX BASICS

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THE INTERFACE IS VERY SIMILAR TO AN EMAIL INBOX

Selected inbox

Default folders

Custom folders

Live chat support

Mentions in selected folder

Full conversation of the selected mention

Interact with consumer mention

INBOX FOLDER STRUCTURE
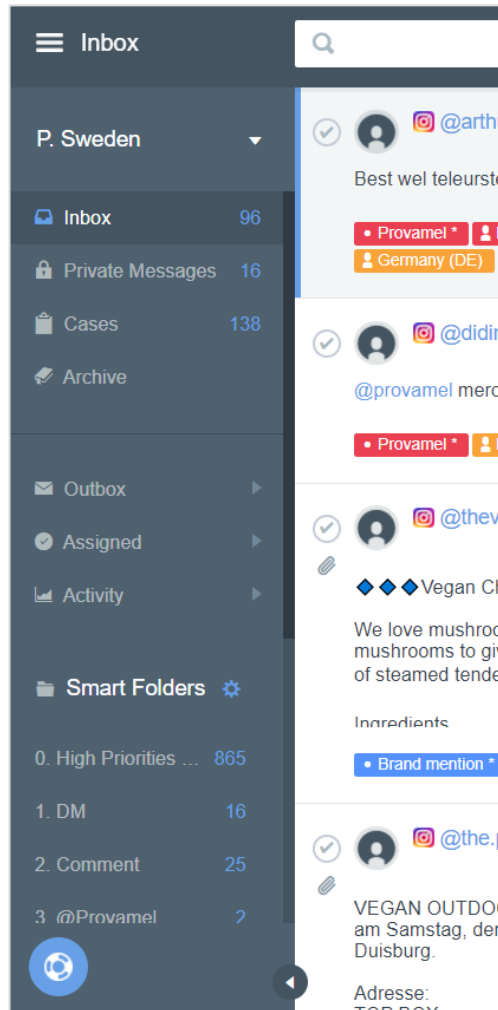
The **default folders** contain all mentions that need to be processed and are split in two folders:

- The **inbox** contains all mentions except private messages from local profiles and global profile where the country tag is present.

- The **private messages** folder contains all private messages from local profiles and global profile where the country tag is present

The **smart folders** provide an additional view on all the mentions to help prioritize which require attention first.

- **1. DM** contains all direct or private messages

- **2. Comment** contains all comments on our own posts

- **3. @Alpro** contains all posts where we have been tagged in the original <u>post copy</u>

- **4. Brand Mention** contains all posts where we have been tagged in a caption, image or story and with branded hashtags (e.g. #alpro, #provamel, #alpronista, …)

- **5. Other** contains all mentions not contained in above smart folders

MENTION INTERACTIONS – A REPLY

Step 1
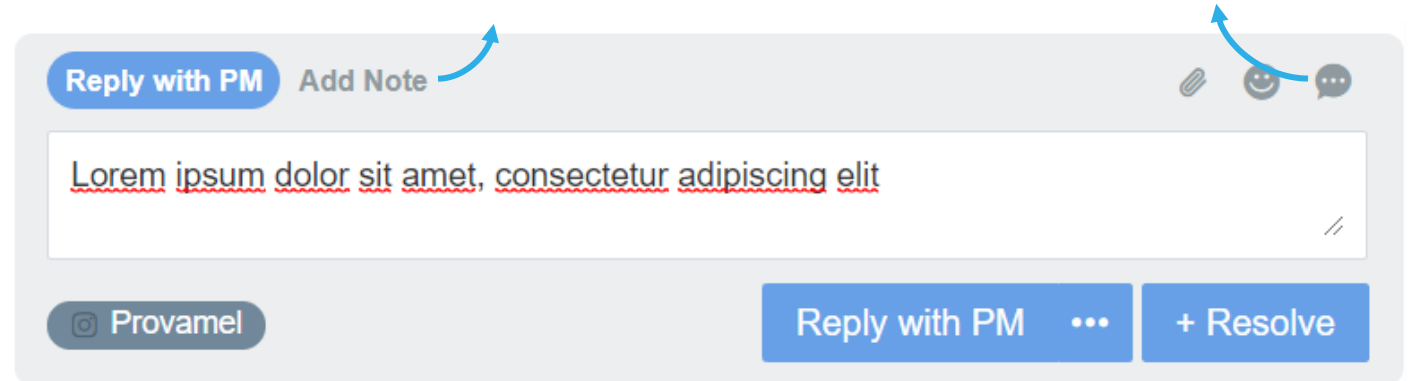Insert message in reply box or use a canned response

Step 2
Click on **Reply** button or **+Resolve** button if the consumer query is also resolved after the reply.

Done

In case you (re)assign a mention to another person, adding a note as context is best practice.
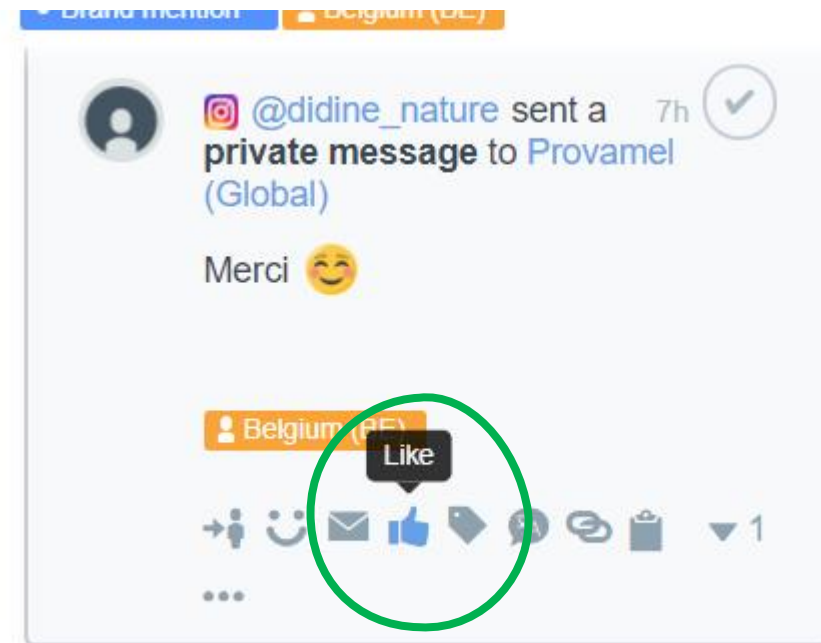
You can save and re-use replies with canned responses

Reply with PM   Add Note

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Provamel   Reply with PM   •••   + Resolve

MENTION INTERACTIONS – A LIKE

Step 1
Click on the **Like** button at the
bottom of the mention

Done

MENTION INTERACTIONS – CORRECT COUNTRY OF ORIGIN

IMPORTANT NOTE:
Only applicable for mentions from our global social profiles which have been wrongly assigned to your country
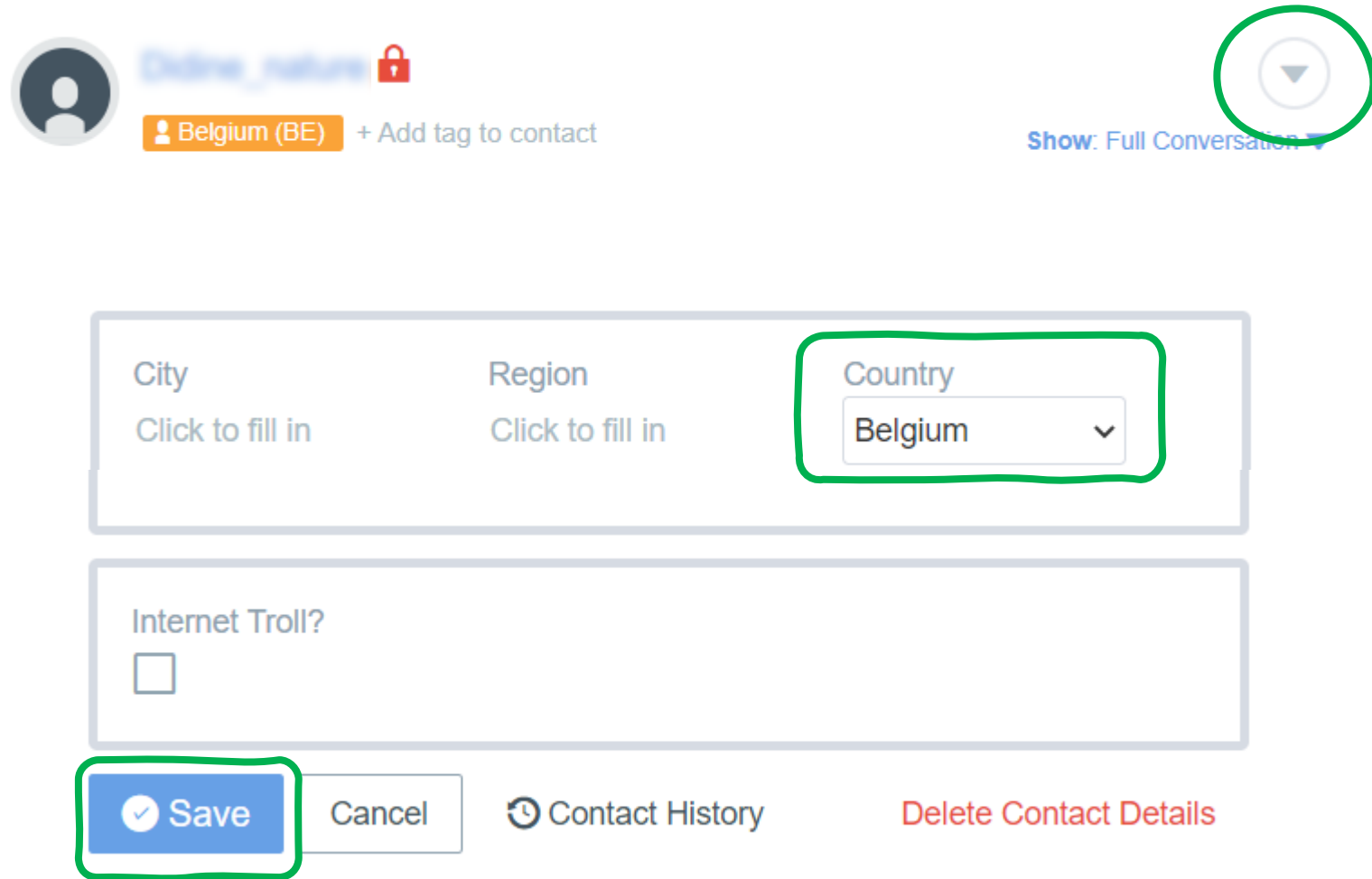
Step 1
Open the contact details at the top of the mention view by clicking on the down arrow next to the profile name of the consumer.

Step 2
Correct the country of origin and confirm by clicking on **Save**.

Done
The mention should then dissappear from your inbox and appear in the inbox of the assigned country.

Belgium (BE)   + Add tag to contact

Show: Full Conversation

City
Click to fill in

Region
Click to fill in

Country
Belgium

Internet Troll?
☐

✓ Save   Cancel   🕓 Contact History   **Delete Contact Details**

REPLY TIME SLA
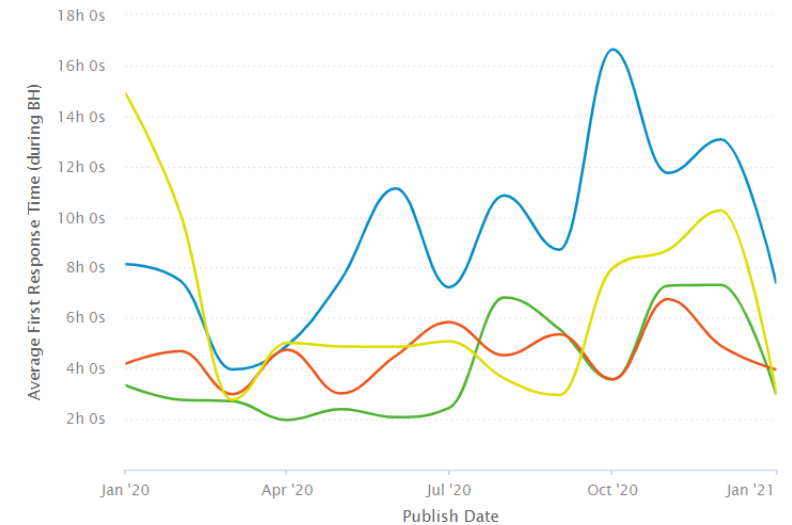
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WE REPORT ON REPLY TIMES

ALPRO'S COMMUNITY MANAGEMENT SLA

Every comment should be answered within **on average 4 hours** between **7 A.M. and 11 P.M.** local time. Even if you don't know the answer or cannot resolve the issue, let the consumer know you've received their message and are taking action.
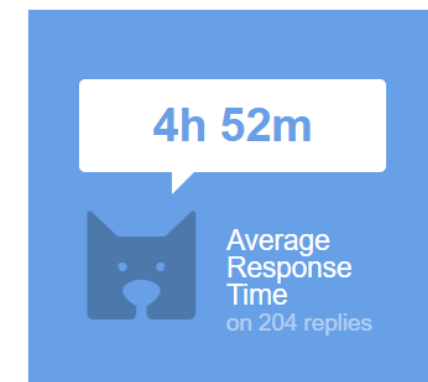
Consumer engagement peaks during leisure time, which is why we want active community management during the **weekend as well as on weekdays**.

We expect a healthy degree of **flexibility and responsiveness** to deal with urgent and/or unexpected events.
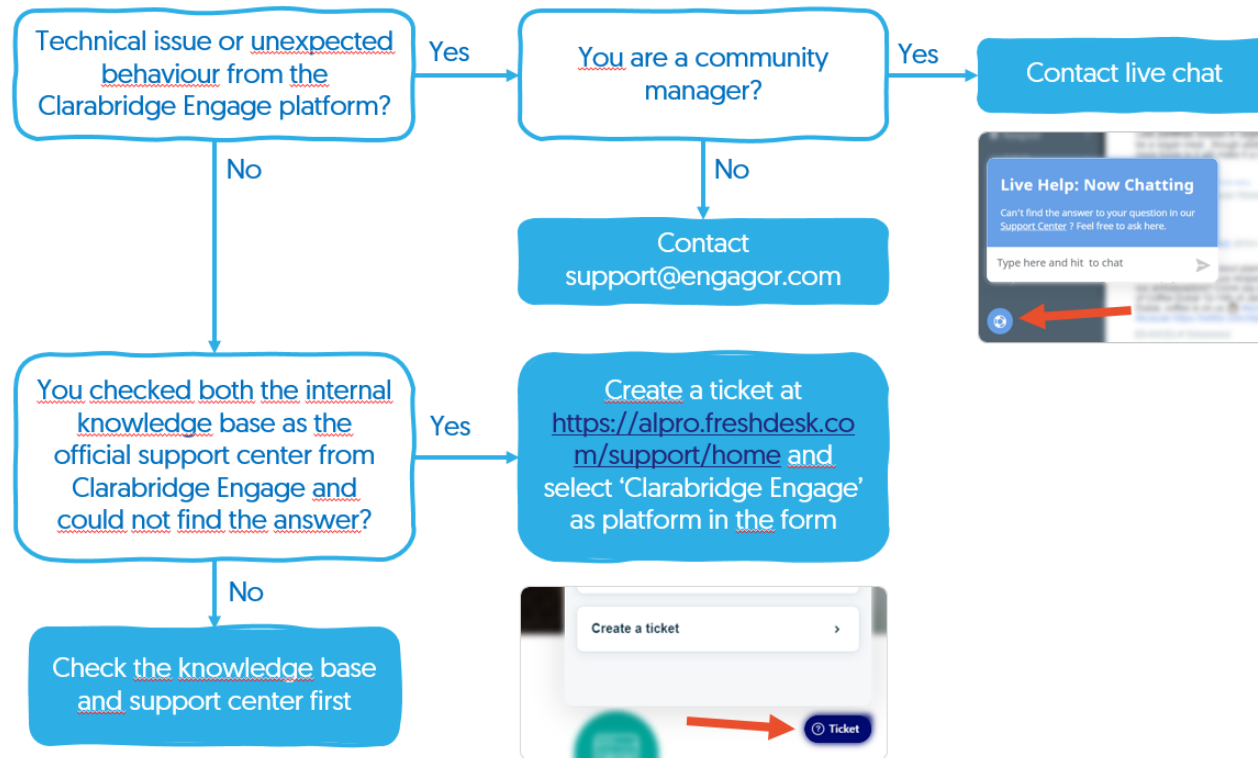

Monthly Average Reply Time by Country

Average Response Time

4h 52m

Average Response Time
on 204 replies

SUPPORT CHANNELS

AVAILABLE SUPPORT CHANNELS

Technical issue or unexpected behaviour from the Clarabridge Engage platform?

Yes → You are a community manager?

Yes → Contact live chat

No → Contact support@engagor.com

No → You checked both the internal knowledge base as the official support center from Clarabridge Engage and could not find the answer?

Yes → Create a ticket at https://alpro.freshdesk.com/support/home and select 'Clarabridge Engage' as platform in the form

No → Check the knowledge base and support center first

Internal Knowledge Base → https://alpro.freshdesk.com/
Clarabridge Support Center → https://supportcenter.clarabridge.com/