Network Activator Helps You Use Social and Collaboration Technologies to Become a Smarter, Faster, and more Profitable Organization

“What does digital transformation mean for us? Can we use our social media and community channels to listen better to our customers — and our employees — and really change our business? Can we transform the customer journey and improve our processes? What opportunities might we want to explore?”

If you want to make it easier for customers to interact with you and help your employees improve how they get their work done, online social and collaboration tools can be game changers.

Your customers are already talking about you on social media — with or without you. Are you missing out on opportunities to listen and engage? And, can your timely feedback help improve sales? Meanwhile, your employees may already be using tools, such as Slack and Yammer.

As an organization, it’s important to take advantage of these opportunities that push you farther down the road of digital transformation.

Engage Your Community with Network Activator

Network Activator templates and workflows help you easily engage customers and employees by streamlining and automating community-building activities. Network Activator uses a browser plugin, so it can work on top of any community platform or intranet site you use, enabling cross-platform workflows. Your community facilitators are able to engage with the right segments of your customers and employees with the right prompts to help drive meaningful interaction.
What are the potential benefits of using social and collaboration tools as a cornerstone of digital transformation?

**Better Reputation Management**
Tracking comments on social media and blogs that are related to your organization, and responding if your reputation would otherwise suffer.

**Social Selling**
Discovering and participating in relevant conversations to boost your brand, and with it, revenue.

**Better Customer Care**
Managing customer forums to improve the customer experience while reducing costs.

**Action from Ideas**
Quickly capitalizing on insights and suggestions from employees, customers, and partners through social collaboration tools and workflows.

**Quicker Product Development**
Reducing the time to market by ensuring that customers’ and partners’ feedback from social media is relayed quickly to the right teams.

**Better Knowledge Sharing**
Inspiring colleagues to share and learn, with social and collaboration scenarios that work for you.

**Process Improvement**
Transforming a culture of "silos" to one that embraces cross-department communication and collaboration.

How Network Activator Helps Ease Your Digital Transformation Journey

Implementing these solutions is as much about processes and people as it is about raw technology.

Quite likely, your current technology platforms and applications are good enough to get started. What you often need is a good way to leverage the technology you have and wrap processes around it.

That’s where Network Activator’s services and toolkit come in. We allow you to flexibly test, develop, and scale any solution you’re using or want to use.

We give you the tools to quickly pilot and launch new digital transformation solutions.
Get the complete picture from employees and customers

**Customer Experience**
Some of your biggest opportunities lie in connecting the voice of the customer with the right departments inside your organization. You can improve customer care and reputation management by accelerating the speed of feedback.

**Social Selling**
Comment marketing and social selling are about discovering and participating in the conversations that have the biggest impact on revenue. Your company needs to listen, and respond appropriately to what the market is saying, to become a more responsive organization according to Network Activator founder Vanessa DiMauro.

We provide a 360-degree view of your employees and customers so you can act!

**Conversations with Value**
Social media and online communities allow you to more rapidly engage with the marketplace and your employees, and act on the insights that bubble up from those conversations.

**How has Network Activator made a difference?**
Liferay, a software company with about 150,000 developers in its online community, wanted a better experience for new developers. Network Activator provided the solution: reports and workflows that improved Liferay’s onboarding process and distributed questions throughout its community.

The results? More engagement, and more community value.

“Network Activator quickly gave us a 67% improvement on a critical measure of community engagement,” said James Falkner, Community Manager at Liferay.
Social and collaboration tools can be game changers, enabling you to transform and grow your business. Network Activator's dashboards, segmentations, tools and workflows help your community and collaboration leaders quickly implement the solutions that can make your path to growth easier to travel.

Here’s how Network Activator helps you to:

Drive Engagement
We help you engage customers, partners and employees by streamlining and automating community-building activities. Community facilitators can easily capture and share content within and across any application to drive engagement.

Follow the Conversations, Capture the Knowledge
Your employees and customers use many applications to collaborate. Network Activator intelligently connects them, giving you a 360-degree view of their activity levels. Critical feedback and insights, sent in a single stream of information, bubbles up to community managers and executives.

Generate the Data for Transformation
Network Activator’s "smart" dashboards and reports are like having an additional staff resource. Our reports show the real value of the collaboration (from activity levels to business-driven KPIs). They can show you what's going in your community and suggest actions you can take.

For example, when Network Activator combines data from your communities, social sites and CRM, your social selling program becomes a more potent tool. We help you improve your lead-scoring process so that your sales team knows when to reach out to a good prospect. We also help your social media managers and community facilitators focus on the right sales prospects.

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