



SocialMiner

Cisco SocialMiner is a customer-care system that provides the ability to capture, filter, queue, and report on social contacts for social media engagement teams and contact center teams.

In addition to providing proactive social media customer care, SocialMiner supports routing chat and email requests when integrated with Unified Contact Center Express. SocialMiner also forwards voice callback requests to the contact center to be routed to a contact center agent when integrated with Contact Center Enterprise (CCE) solutions.

Internet postings, voice callback requests, email messages, and 'click-to-chat' requests captured by SocialMiner are referred to as contacts. SocialMiner stores the contacts and groups them into user-defined campaigns. Each campaign obtains contacts from one or more feeds. SocialMiner presents chat, Twitter, Facebook and RSS contacts to customer-care personnel who can search, review, categorize, and respond to them. SocialMiner produces reporting metrics on the handling of all of the different contacts in a contact center regardless of channel.

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What's New in Release 11.0(1)

The following sections describe new features and enhancements for Cisco SocialMiner, Release 11.0(1).

Discard an Email Message

This feature allows email support agents to discard spam and trivial email messages that do not qualify a response.

This feature requires SocialMiner integration with Unified CCX and is delivered through Cisco Finesse. For more information about discarding email message, see the section *Discard an Email Message* in *Cisco Finesse Agent and Supervisor Desktop User Guide for Cisco Unified Contact Center Express, Release 11.0(1)* at <http://www.cisco.com/c/en/us/support/customer-collaboration/unified-contact-center-express/products-user-guide-list.html>.

Technology and Packaging

SocialMiner is a server software application that is packaged as a software appliance. The appliance runs as one VMware® virtual machine containing all of the following components:

- Cisco Unified Communications Operating System (Unified OS), an operating system based on Redhat Linux.
- Informix® embedded database. This database contains the SocialMiner configuration and reporting data.
- [Cassandra data store](#). This data store contains the contacts.
- [Solr indexer](#). This indexer contains contact search data.
- Cisco SocialMiner runtime software.
- OpenFire server for XMPP BOSH eventing.

Setup and administration are done through a browser-based interface that uses [OpenSocial Gadgets](#). SocialMiner is installed with the [Shindig gadget container](#) to render the gadgets (referred to as panels in SocialMiner documentation). SocialMiner gadgets can also be rendered in other standard OpenSocial containers (see [Advanced UI Options](#)). All system features and setup can be performed using [REST APIs](#).

SocialMiner supports integration with most user-generated content sites using standard [RSS](#). SocialMiner also supports direct integrations to [Twitter®](#) and [Facebook®](#). Setup and configuration of SocialMiner to monitor Twitter and Facebook requires a good working knowledge of those sites. For background information on these sites, review the following resources:

[The Twitter Guide Book](#)

[The Facebook Guide Book](#)