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.

Cisco SocialMiner is a component in the customer care system that integrates with Cisco Unified Contact Center Express solution and Cisco Unified Contact Center Enterprise solutions to provide digital channel capabilities. In the Unified CCX deployments, SocialMiner provides the email and chat capabilities. In the Unified CCE deployments, SocialMiner provides the task routing and agent request API sets.

In addition to providing proactive social media customer care, SocialMiner supports routing chat and email requests when integrated with Unified Contact Center Express.

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.

Voice callback requests, task 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 contacts to customer-care personnel who can search, review, categorize, and respond to them.

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.
- Node.js - This is a javascript based runtime based on an event-driven, asynchronous I/O. Runs the SocialMiner Chat Gateway for integration with Facebook Messenger.

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). All system features and setup can be performed using REST APIs.