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 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, 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 SocialMiner Release 10.0(1)

These features and enhancements were introduced with this release of SocialMiner.

- The CCE system-level Agent Request feature enables customers to provide a 'request a call from an agent' function to their end users. End-user requests are collected by SocialMiner and passed to CCE agent queues.
  - Changes were made in the System Administration panel to support the configuration of the connection from the CCE Media Routing Peripheral Gateway (MR PG).
  - The status of the connection to the MR PG is shown in the System Administration panel.
  - A Callback feed type was added.
  - A 'Connect to CCE notification' type was added to support the submission of new tasks to the MR PG.
  - The status of each notification rule is shown in the Notifications panel.
  - A 'Queued' state was added for contacts that are routed to CCE.
• When agents respond to Facebook and Twitter social contacts, they now have the capability to invite end customers to join them in a chat session by clicking on an 'Insert Chat Invitation' button. The Insert Chat Invitation button appears in the Twitter and Facebook reply templates for campaigns that have been configured with a chat feed. Agents click this button to invite the customer into a chat session.

  ◦ A URL Shortener makes the public URL prefix more manageable in user interfaces.
  ◦ Data was introduced for Cisco Unified Intelligence Center (CUIC) reporting on chat link usage.

• Other changes in this release:

  ◦ SocialMiner supports the IE9 and Firefox 24 browsers.
  ◦ SocialMiner still supports the IE8 browser for agent and customer chat.
  ◦ An alerts indicator on the user interface tells the user when there are contacts that require attention.
  ◦ Events for chat contacts have been added to XMPP Bosh eventing.
  ◦ Automated checking was added for self-signed certificates on ports 443 and 7443 when using the Firefox version 24 browser (and there is now a prompt for user acceptance of both).
  ◦ The Facebook Reply template now includes Facebook user profile information similar to the way the Twitter reply template does.
  ◦ The Open state was replaced with Unread and Reserved states.
  ◦ A single language pack COP file installs all supported language variants.

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