

BPA Platform

# Twitter Integration

Integrating Twitter with business software



By integrating Twitter with your charity, accounting or email marketing applications you can dynamically monitor, report and react to real-time performance data. Isn't it about time you enjoyed the commercial benefits of automation?



## The Problem

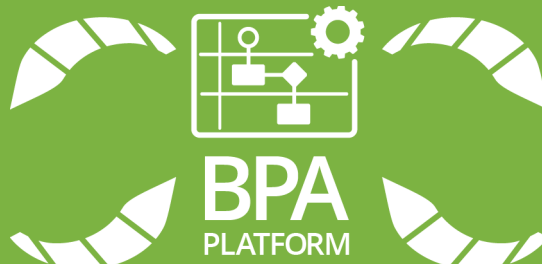
Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. Yet the underlying problem for many organisations is their ability to monitor, record and respond appropriately in real time to Twitter customers, prospects or competitor tweets.



## The Solution & Commercial Benefits

Codeless Platforms' Twitter Integration Connector can automatically monitor, record and respond to tweets to your exact business rules.

- Eradication of repetitive data entry and associated human errors
- Drive revenues and safeguard against legal risks



## Removing company risk associated with Twitter

Businesses that do not proactively manage Twitter expose their company to legal, monetary and competitive risk. In many cases this risk exposure is due to the lack of time, resources and skills to monitor and record all Twitter communications.

Codeless Platforms' solution can automatically monitor Twitter for tweets about your product etc and record them against an associated contact record in your CRM system. It can also automatically notify an internal employee via email should action be required.

## Automatically responding to important tweets

Twitter data only has value if it is acted upon. Yet, many organisations do not have the employee resource to capitalise on the wealth of intelligence that can be gathered from Twitter.

Codeless Platforms' solution can automatically respond to tweets based on business rules e.g. if a customer praises your product via a tweet it could automatically send a thank you or promotional code for a related product. Conversely, if a person tweets a derogatory remark about your brand it can notify them of an exclusive customer service number or drive a workflow to your legal team.





## Integrating Twitter with other platforms

Very few organisations have integrated Twitter with their eCommerce, CRM, ERP or email marketing tool but by doing so organisations can drive revenues and fend off the competition.

Codeless Platforms' solution monitors Twitter for competitor tweets regarding promos or coupons and send out a competitive tweet. It can also identify slow moving stock in your eCommerce or ERP system and create and send an integrated Twitter and email marketing campaign.

## BPA Platform Capabilities

Discover how our **Business Process Automation Platform** can help your business

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Notifications & Alerts	Reports & Document Automation	Data Integration & Synchronisation	Workflow & Human Interaction

Click the button to learn more about the BPA Platform

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## Want to learn more?

Discover how Codeless Platforms can help your business by improving performance, boosting efficiency and cutting costs



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