AGENDA

• Channel coverage
• Inbox basics
• Reply time SLA
• Support channels
BUT FIRST, LET'S LEARN BASIC CLARABRIDGE LINGO

**Mention**

Any type of conversation from a consumer on social that is captured in Clarabridge Engage, going from direct messages to consumers tagging our brand in their social posts.

**Inbox**

The section within Clarabridge Engage where all your mentions arrive. Here you can monitor and engage with these mentions similar to an email inbox. Within plant-based, each combination of brand and country receives a dedicated inbox.

**Status resolved**

A mention should be set to resolved once no further action is required. Resolving a mention does not mean it's been deleted, it merely moves from the inbox to the archive.
CHANNEL COVERAGE

Which digital consumer touchpoints are we capturing?
WHICH CHANNELS ARE MONITORED IN CLARABRIGE ENGAGE?

Global social accounts
- DMs, comments on organic posts on our global page, posts we’re tagged in or containing our brand hashtag
- DMs, comments on promoted and organic tweets or tweets containing our brand hashtag
- Comments on videos

Local social & ad accounts
- Comments on ads (including dark posts)
- DMs, comments on organic posts on the local page, posts we’re tagged in or containing our brand hashtag
- DMs, organic tweets or tweets containing our brand hashtag
# Limitations of API Connections Provided by Social Platforms

## What Content Can Be Monitored?

<table>
<thead>
<tr>
<th>Supported</th>
<th>Not Supported</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Engagement on a Page’s feed (posts, comments, replies); Unpublished &amp; dark posts; Ads, Posts made by users/pages in which your profile is tagged, Direct messages (except DMs)</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Photos, videos, comments, replies on comments, stories; posts from public/Instagram profiles in which your business profile is tagged in the photo (only tracking) or @mentioned in the caption/comment (both tracking and commenting); comments from a public Instagram profile in which your business profile is @mentioned; ads (the ad, comments and replies), Direct messages (except DM requests)</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Tweets from and @ your authorized profile; tweets that match your keyword search; quoted retweets, Direct messages (except group DMs and DM requests)</td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>Videos &amp; their comments</td>
</tr>
</tbody>
</table>

## Which Actions Can Be Taken?

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reply</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Reply with PM</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Like/Reaction</td>
<td>✓</td>
<td>n/a</td>
<td>✓</td>
</tr>
<tr>
<td>Delete</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hide</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Block Author</td>
<td>✓</td>
<td>n/a</td>
<td>✗</td>
</tr>
</tbody>
</table>
HOW DATA IS COLLECTED AND STRUCTURED

Community managers have access to a personal inbox which collects all mentions from their local social and ad accounts and any mentions from the global accounts relevant to the country managed in that inbox.

**Global social accounts**

<table>
<thead>
<tr>
<th>Global</th>
<th>(4 topics, 15 streams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global - Alpro</td>
<td></td>
</tr>
</tbody>
</table>

**Local social and ad accounts**

<table>
<thead>
<tr>
<th>DE (Germany)</th>
<th>(2 topics, 6 streams)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DE - Alpro</td>
<td></td>
</tr>
</tbody>
</table>

**Local Inbox**

Only mentions with relevant country tag

All mentions
INBOX BASICS
The interface is very similar to an email inbox.

- **Selected inbox**
- **Default folders**
- **Custom folders**
- **Live chat support**
- **Mentions in selected folder**
- **Full conversation of the selected mention**
- **Interact with consumer mention**
The **default folders** contain all mentions that need to be processed and are split in two folders:

- The **inbox** contains all mentions except private messages from local profiles and global profile where the country tag is present.
- The **private messages** folder contains all private messages from local profiles and global profile where the country tag is present.

The **smart folders** provide an additional view on all the mentions to help prioritize which require attention first.

1. **DM** contains all direct or private messages
2. **Comment** contains all comments on our own posts
3. **@Alpro** contains all posts where we have been tagged in the original post copy
4. **Brand Mention** contains all posts where we have been tagged in a caption, image or story and with branded hashtags (e.g. #alpro, #provamel, #alpronista, ...)
5. **Other** contains all mentions not contained in above smart folders
MENTION INTERACTIONS - A REPLY

Step 1
Insert message in reply box or use a canned response

Step 2
Click on Reply button or +Resolve button if the consumer query is also resolved after the reply.

Done

In case you (re)assign a mention to another person, adding a note as context is best practice.

You can save and re-use replies with canned responses.
MENTION INTERACTIONS – A LIKE

Step 1
Click on the **Like** button at the bottom of the mention

Done
MENTION INTERACTIONS - CORRECT COUNTRY OF ORIGIN

IMPORTANT NOTE:
Only applicable for mentions from our global social profiles which have been wrongly assigned to your country

Step 1
Open the contact details at the top of the mention view by clicking on the down arrow next to the profile name of the consumer.

Step 2
Correct the country of origin and confirm by clicking on Save.

Done
The mention should then disappear from your inbox and appear in the inbox of the assigned country.
REPLY TIME SLA
WE REPORT ON REPLY TIMES

ALPRO’S COMMUNITY MANAGEMENT SLA

Every comment should be answered within on average 4 hours between 7 A.M. and 11 P.M. local time. Even if you don’t know the answer or cannot resolve the issue, let the consumer know you’ve received their message and are taking action. Consumer engagement peaks during leisure time, which is why we want active community management during the weekend as well as on weekdays.

We expect a healthy degree of flexibility and responsiveness to deal with urgent and/or unexpected events.
SUPPORT CHANNELS
AVAILABLE SUPPORT CHANNELS

1. Technical issue or unexpected behavior from the Clarabridge Engage platform?
   - Yes: You are a community manager?
     - Yes: Contact live chat
     - No: Contact support@engagor.com
   - No: Check the knowledge base and support center first

2. You checked both the internal knowledge base as the official support center from Clarabridge Engage and could not find the answer?
   - Yes: Create a ticket at https://alpro.freshdesk.com/support/home and select 'Clarabridge Engage' as platform in the form
   - No: Check the knowledge base and support center first

Internal Knowledge Base ➔ https://alpro.freshdesk.com/
Clarabridge Support Center ➔ https://supportcenter.clarabridge.com/