



# Identify potential threats and issues in near-real time while improving the overall shopping experience.

Dell Social Media Risk Monitoring Services



## Enable a safer, more efficient shopping experience

With public safety at stake, there has never been greater urgency to discover, engage and analyze social media conversations in near-real time. Listening for threatening keywords and hashtags is a powerful first step, but it's not enough. You need to be able to monitor the locations that matter most and alert the proper authorities immediately to increase situational awareness, reduce response times and assist first responders in achieving favorable outcomes.

Dell can enable you to respond to threats faster than ever before with comprehensive social media listening and location monitoring services. Our solutions cover a broad range of issues facing shopping centers, such as intercepting theft rings using social media to attract accomplices and identify new targets, while safeguarding against other potential threats and crimes.

In addition to risk identification, our services can improve the overall shopping experience and customer satisfaction by identifying issues, such as poor service at a specific store, complaints about the lack of parking spaces or areas where kids loiter, as well as influencers at a given retail location or suggested placements for products that are difficult to locate. We monitor a variety of social media interactions, using customer, employee and vendor feedback to give you a clearer picture of the in-store experience. You can then use these insights to deliver the best possible shopping experience. For example, tweets from retail staff detailing customer interactions can help us learn more about the customer experience at a particular store — and what can be improved.

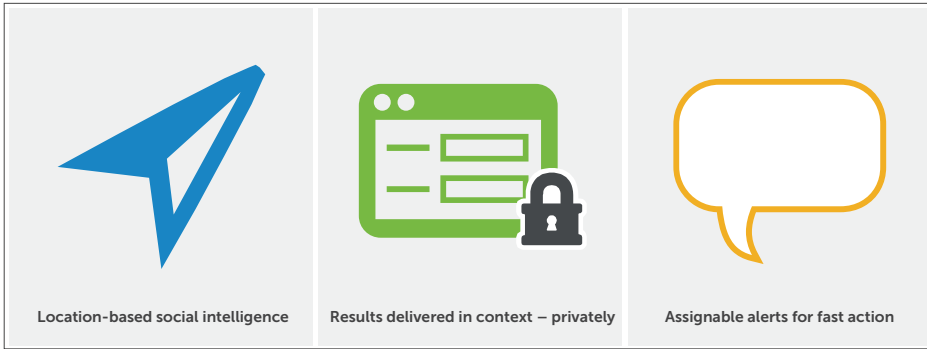
With new technologies and digital strategies, you can improve foot traffic and competition against online businesses — completely reshaping the physical shopping experience. Our business intelligence and analytics capabilities can help you improve store layouts, provide a frictionless experience navigating the parking lots, deliver superior customer service and improve the overall in-store experience.

“Our location monitoring service plays a significant role in protecting commercial shopping centers from threats that originate on social media.”

— Logan Lawler,  
social media practice  
manager, Dell

## Key benefits:

- Provides an analysis of social media conversations that delivers deep insights into behavioral and attitudinal trends and target audience groups
- Issues near real-time alerts based on threat level to help protect your shoppers, personnel, business and properties from potential threats
- Uses business intelligence and analytics to improve customer satisfaction and the overall shopping experience



**Ensure a fast, proactive response to threats**

Built by location monitoring and security experts, our services can help you protect your shopping centers, businesses and parking garages. We have combined our social media listening and location-based monitoring capabilities in a state-of-the-art environment managed remotely by Dell social media consultants who can quickly alert commercial property managers, security staff, law enforcement officials, business employees and shoppers to potential threats expressed on a variety of social media platforms.

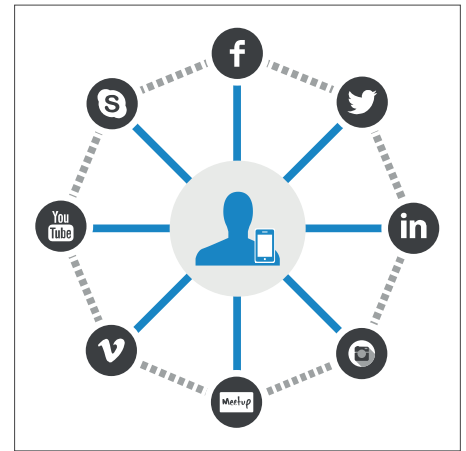
This enables a faster, more proactive response to potential threats. A safer shopping experience can improve your reputation by safeguarding your properties from potential crimes engineered through social media. With our remote monitoring solution, you have access to flexible capabilities and hours that can scale up or down depending on your requirements and budget. Potentially threatening posts appearing in social media channels “ping” the system instantly to enable a fast, coordinated and preemptive response.

**Tool-agnostic expertise in building social analytics frameworks**

Our expert remote monitoring team writes advanced queries that enable them to far exceed simple trend analysis to deliver deep insights into behavioral and attitudinal trends and

target audience groups. This means they can accurately determine if a threat expressed by a specific social media post exists and inform officials – for an immediate, appropriate response.

We do the heavy lifting – using propensity indicators, personas, themes and natural language processing-based tonality indicators – from social media sites such as Facebook, Twitter, Instagram, blogs and forums for near real-time analysis. Our solution also employs sophisticated geospatial location monitoring capabilities that enable us to pinpoint the physical location of a threatening message’s author, while simultaneously determining the threat level and analyzing the data to enable a fast, coordinated response. The geospatial tool can monitor hate messages and many other types of conversations by focusing on predetermined keywords,



meeting the specific needs of your shopping center.

Now, for the first time, it’s possible to identify threats and take timely, appropriate action – while improving the overall shopping experience. Let Dell help. We can provide a tailored solution with comprehensive situational analysis of social media chatter for threats of violence and other potentially harmful activities, as well as any customer experience issues, allowing you to take swift preventive or corrective actions in near-real time.

**For more information about any of our service offerings, please visit [Dell.com/services](http://Dell.com/services) or contact your Dell representative.**



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