PT Infomedia Nusantara (Infomedia) is a subsidiary of PT Telekomunikasi Indonesia (Telkom) engaged in Business Process Management (BPM) to complete the Services portfolio in Telkom portfolio - TIMES (Telecommunication, Information, Media, Edutainment and Services).

Currently, Infomedia is the market leader in the Indonesian Business Process Management (BPM) industry through mastering %36 market share of contact center services and various other business process services.

More than 17 years of experience, Infomedia now handles more than 200 corporate clients and no less than 400 million customer interactions per year. Infomedia’s operations are supported by service office facilities managed in more than 20 sites in various major cities in Indonesia with the support of 8,000 seats and 20 thousand workforce agents with 6 global languages, which include: English, Mandarin, Arabic, Korean, Japanese, and Malay.
INFOMEDIA
SOCIAL MEDIA ANALYTICS
In this digital era, enterprises facing the phenomenon of huge, overwhelming, and uncontrollable amounts of information that is gradually and or simultaneously shared by customers to their social media. InSocial as part of Infomedia Analytics provide solution of managing and simplified information from any social media channel then compile it regularly into an insightful report for enterprise decision makers purpose.

**ACCOUNT PERFORMANCE**

used to evaluate the performance of enterprise social media accounts activities based on described parameters.

**BRAND MONITORING**

used to find out brand sentiment and brand position by observing on going conversations, buzz, and hashtags in the social media channels.
In Social Features

Digital Data Crawling
- Social Media
- Online News
- Forum
- Blog

Visualize & Analyze
- Social Network Analysis
- Sentiment Analysis
- Socmed & News
- Topic Map
- Location Mapping

Reporting
- Real Time
- Dashboard
- Data Scientist
- Team Periodic Reporting
**INSOCIAL BENEFITS**

**Wide source informations visualized in one platform**

InSocial Manage the huge and unstructured informations from social media channels and provide you a simple yet insightful reports.

**Automatic data processing & analysis by engine**

Information credibility and data security were guaranteed with the implementation of trusted automated data processing engine and high experienced data analyst.

**Increase Customer Experience and profit while manage the low cost policy**

A thorough analysis of consumer informations on social media, will support precise programs on customer loyalty, reward and promotions that will increase customer experience and company’s profit.