



ListenLogic Launches Social Intelligence Command Centers

Powering enterprises with real-time listening, analytics and social outreach.

Fort Washington, PA ([PRWEB](#)) March 23, 2011 -- Recognizing the increasing need for enterprises to listen and respond to social media in real-time, ListenLogic today announced the launch of its Social Listening Intelligence Centers (SLIC)™. Currently serving Global 1000 brands, SLIC leverages ListenLogic's proprietary Integrated Social Intelligence Platform™ to help organizations manage their reputation and drive social outreach.

“Social and online media are moving faster than ever and companies need to understand what’s being said about them in real-time,” said Mark Langsfeld, Founder & CEO. “Our [Social Listening Intelligence Centers](#) provide clients with enterprise-class listening, analytics and response to stay ahead of corporate threats and identify opportunities for engagement.”

ListenLogic's Social Listening Intelligence Centers (SLIC) are a fully-managed social media listening and intelligence solution that actively identifies, analyzes and escalates critical issues to key stakeholders across the enterprise, from executive management to corporate communications and consumer affairs. The solution is powered by ListenLogic's proprietary data-mining technology and real-time analysts who currently support multiple languages with global coverage.

“Consumers are more connected, vocal, and influential thanks to social media,” states Vincent Schiavone, co-founder & Chairman. “With the explosive growth of channels like Twitter, Facebook and YouTube, the enterprise is being challenged to manage the social media firehose. Our Social Listening Intelligence Center makes sure companies get the right information to the right people when they need it.”

Join our guest speaker Forrester Research, Inc.'s Zach Hofer-Shall and ListenLogic's Mark Langsfeld in a webinar titled “[Social Intelligence Command Centers](#)” on April 27, 2011 at 1:00PM EST. The webinar will offer insights on social command center best practices and the future of social intelligence. To attend the webinar, register at listenlogic.com/webinar

Further information on ListenLogic's Social Listening Intelligence Center can be found at: listenlogic.com/slic

About ListenLogic

ListenLogic is a social media intelligence and analytics company that helps Global 1000 companies manage risk, engage with customers and drive innovation. ListenLogic's Social Listening Intelligence Center (SLIC) provides enterprises with dedicated, real-time listening and response to manage the daily corporate threats and opportunities that emerge from social media. ListenLogic's Consumer Insight products deliver deep understanding of consumer attitudes and preferences to help drive product and marketing innovation. ListenLogic Health, a dedicated help division, specializes in providing social media intelligence to pharmaceutical, health and wellness companies. For further information, visit www.listenlogic.com | listenlogic.com/blog, or twitter.com/listenlogic

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