

## **DataCapable's UtiliSocial Leverages Esri's ArcGIS Mapping Platform**

DataCapable is proud to announce the integration of Esri's ArcGIS mapping platform into its UtiliSocial Social Engagement platform. This exciting joint offering will be exhibited at the 2015 Esri User Conference in San Diego, CA from July 20-24th. The integration of Esri's ArcGIS serves to further enhance UtiliSocial's visualization and mapping capabilities by leveraging data sets that both DataCapable and Esri believe will highlight the value of non-traditional data sets and bring them to the forefront of the next wave of predictive analytics for utilities.

UtiliSocial, DataCapable's flagship product, is the first social engagement platform designed specifically to meet the evolving demands of Utilities, offering operational users a comprehensive suite of social media mining and customer engagement tools. The integration of Esri's ArcGIS mapping platform enables UtiliSocial users to uncover deeper insights, produce more compelling visualizations, and perform mapping of social media in higher granularity than previously possible thanks to ArcGIS's wide range of features and capabilities.

"UtiliSocial enables Utilities to quickly improve customer satisfaction service rankings by providing access to the [previously] untapped and unsolicited customer feedback available on leading social networks such as Twitter and Instagram. UtiliSocial instantly enhances Utilities' customer engagement capabilities by enabling real-time communication through its dashboard messaging interface that links directly to Utilities' social accounts. UtiliSocial turns every social media user into a "live reporter" on the ground as an event unfolds – and since they're already at the scene they're capturing intelligence far faster than any other news outlet could possibly could. UtiliSocial leverages every social media user as a potential source of value, and enables the Utility to engage with these users in real-time to harness their natural tendency to act as "live reporters" during an event" ~ Dan Sirois, Sr. Software Engineer at DataCapable.

Attendees of the Esri User Conference can stop by the DataCapable booth #Z26 to experience UtiliSocial's comprehensive suite of analytics and customer engagement tools, and to learn more about scalable, cost-effective implementations for their specific use cases.

For additional information, please visit  
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