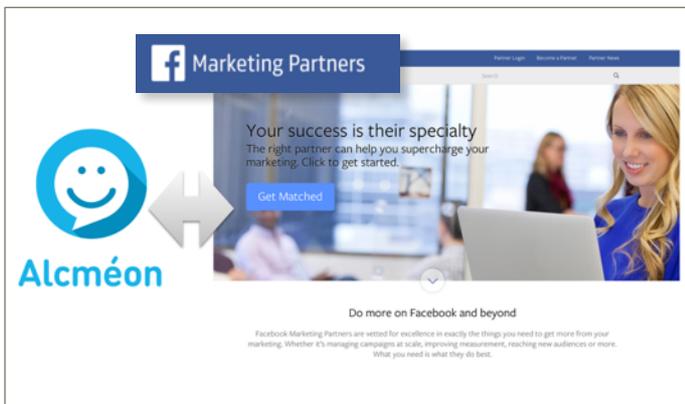


# PRESS RELEASE

## #SocialCRM #AI #SocialSelling French startup Alcméon selected to join Facebook Marketing Partner Program



*The French startup Alcméon has just obtained the official «Facebook Marketing Partner» badge. It is an important milestone in the development of this innovative social and conversational CRM platform which already has among its clients leading brands like Orange, Voyages-sncf.com, AXA, la Fnac, Sosh...*

Founded and managed by Bertrand Stephann (CEO, former CEO of Allociné and AuFéminin) and Mathieu Lacage (CTO, former Inria engineer), Alcméon is a new CRM tool based on a US patented Artificial Intelligence technology which helps advisors and community managers improve the quality of their responses, while allowing them to process huge volumes of messages and mentions.

### **A selection of the best providers of marketing technology and services to help brands make the best of Facebook**

Facebook launched its new «Facebook Marketing Partners» program last year in order to help brands quickly find the best partners to leverage the marketing power of Social Networks and conversational channels in general.

Facebook Marketing Partners are thoroughly vetted before getting officially enlisted : the idea is to build a directory of excellency by industry, by country or by speciality, and to offer brands a dedicated 24/7 on line matching tool on [facebookmarketingpartners.com](http://facebookmarketingpartners.com) .

Beyond the badge, the Facebook Marketing Partners program is also a community of professionals and a direct support from Facebook to its selected partners : for example a dedicated technical support, training resources, and innovation boosters like Innovation Spotlight (annual innovation competition) or Growth Sprints (high-impact work sessions with internal Facebook experts to help the partners solve business or technical challenges).

## Facebook: an essential CRM and Social Selling tool for brands in 2016

With 1.65 Billion active users in March 2016 - 84.2% of them being outside of the US and Canada, Facebook is right in the center of the battle that established leading brands and newcomers are fighting today to make their customers more loyal or to find new ones.

The 2016 mobile and hyper connected customer's level of expectation regarding customer service is incredibly high. In some industries (telecom, travel...) brands have to be able to answer on Facebook in less than 15 minutes when the message is a complaint, and in less than 2 hours for all the other messages and mentions! When a brand has millions of customers and hundreds or thousands of products, it's a huge challenge ! 15 minutes, it's also the performance a brand has to reach to get the «very responsive to messages» icon on its profile (the brand needs to answer to at least 90% of the messages directly addressed and in less than 15 minutes...).

Meanwhile, the volume of messages to analyse and process is exploding : according to a 2015 research covering 66 000 brands, the global number of questions directly asked to brands on Facebook increases by 74%... quarterly ! It means it's now urgent to train a new generation of customer care managers and advisors, and to equip them with the new and powerful tools they need to meet this challenge.

## Alcméon the new tool for leading brands to answer quickly and find new customers on social networks

The 2016 customer does not only want a quick answer from the brand... specially on Facebook, he wants also a relevant and clearly «human» answer - a sign from the brand showing its consideration for him. This is why the founders of Alcméon have developed a technology and a platform whose aim is not to replace the human advisors, but to help them deal with very big volumes of messages, make better answers, and add the human touch clients are expecting...

## AI and Automation for an «Augmented Customer Care »

How does it work ? On one hand, Alcméon is a dedicated search engine which scans in real time the brand's content and the engagement generated by its answers - in order to build a suggestion database for the advisors. On the other hand, it's a powerful cloud based collaborative tool which filters, sorts and distributes among the company's teams all the direct messages and relevant mentions from Facebook and the other networks where the client brand is active. In other words, it's a hybrid technology for the «augmented customer advisor» which makes the best of the computer (dedicated crawler, auto-tagging, suggestion engine, chatbots....) and of the human :-).



About the Facebook Marketing Partners program :  
<https://facebookmarketingpartners.com>

For more on Alcméon,  
 see our website : [www.alcmeon.com](http://www.alcmeon.com)  
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