

Interactions



2. Interactions

Interactions focus on **social media channels** where businesses engage with customers through posts, comments, likes, and other social activities. These include:

- **Facebook**
- **LinkedIn**
- **Instagram**

Interactions help businesses manage their online presence, gather customer feedback, and build brand loyalty across social platforms.

How vCX Brings Everything Together

The Social CRM combines **Conversations** and **Interactions** into one **centralized dashboard**, enabling businesses to:

- **Streamline Communication:** No more switching between platforms—manage all customer conversations and interactions in one place.
- **Enable Convergence:** Achieve true omnichannel engagement by integrating messaging and social channels.
- **Enhance Efficiency:** Respond faster and ensure a consistent experience for customers across all channels.

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