

Engage Service Definition

What the service is

Engage is a service provided by Arwen AI, which uses artificial intelligence (AI) to automatically react and reply to comments on social media and other digital communities. This drives healthy engagement, increases Social Media Engagement by 21.3% and reduces Customer Acquisition Costs (CAC) by up to 19%. Engage also delivers up to 75% efficiency to social media teams by taking on the huge workload of answering questions, gathering feedback and reacting to engagement.

Arwen operates across sectors and geographies, working for brands such as ITV, Mercedes AMG F1, Hinge, City of Calgary, Columbus Blue Jackets, Fulham FC, Tate Galleries and HS2. A number of MPs and high profile celebrities also use Arwen.

Supported online service

Networks and content types supported:

- Instagram - comments on paid and organic posts
- Facebook - comments on paid and organic posts
- TikTok - comments on paid and organic posts
- X (Twitter) - comments on paid and organic posts
- YouTube - comments on paid and organic posts

Communities and content in development

- LinkedIn - comments on paid and organic posts
- App Store - reviews
- Google Play Store - reviews

Arwen works as follows:

1. Once Arwen is securely authorized by the client via the OAUTH2 protocol, it collects content in real time.
2. It scans each item of content for 28 different sentiments, across a range of configured, sector-specific topics. It is able to manage text, emojis, images and gifs, all across 30+ languages.

3. Arwen continually refers to the client's engagement settings and if it finds an individual comment triggers a rule, eg a complaint, a question or a supportive comment, it generates a recommended reaction (such as 'like') or reply.
4. Replies are generated using sophisticated AI RAG technology, whereby the AI is trained on specific company policy and brand voice, ensuring accuracy and brand consistency. This minimizes the hallucinations experienced by many generic LLM chat bot technologies
5. The user is able to review these recommendations within the Arwen workflow and take action:
 - a. Edit the recommended reply and post it (single or in bulk)
 - b. Make the recommended reaction (single or in bulk)
 - c. Provide Arwen with feedback on its recommendations, so it performs better next time
6. Arwen includes a powerful notifications engine, so that key events or spikes in content, trigger a notification via SMS or email to key stakeholders eg spike in engagement relating to a certain topic
7. Arwen also routinely reports on "repeat supporters" - those users who have repeatedly posted positive comments, so that the client can choose to engage with these individuals as possible micro influencers, to support future marketing and engagement efforts

Arwen is accessed via a powerful interface, where all recommendations can be reviewed and amended.

Arwen's performance and impact can be reviewed routinely via the service's reporting and analytics tool.

Clients are assigned an Arwen Account Manager who routinely reviews their filter and threshold settings and agrees optimisations as the client's community landscape changes.

Sentiments covered

1. Joy
2. Approval
3. Caring
4. Relief
5. Desire
6. Admiration
7. Optimism

8. Love
9. Excitement
10. Amusement
11. Surprise
12. Gratitude
13. Pride
14. Curiosity
15. Neutral
16. Realization
17. Confusion
18. Nervousness
19. Disappointment
20. Sadness
21. Annoyance
22. Disapproval
23. Embarrassment
24. Anger
25. Remorse
26. Disgust
27. Grief
28. Fear

Languages covered

Note: we are able to add a new language within 2-4 weeks

1. English
2. Albanian
3. Arabic
4. Danish
5. German
6. Spanish
7. Persian
8. Finnish
9. French
10. Hebrew
11. Indonesian (Bahasa)
12. Italian
13. Japanese
14. Korean

15. Malay
16. Dutch
17. Norwegian
18. Polish
19. Pashto
20. Portuguese
21. Russian
22. Swedish
23. Simplified Chinese
24. Traditional Chinese
25. Cantonese
26. Thai
27. Turkish
28. Urdu
29. Vietnamese
30. Tagalog (inc Taglish)

Configurable sector-based topics, including but not limited to

1. Hospitality
2. Travel and transport
3. Retail
4. Government
5. Software
6. Sports

Onboarding and offboarding support you provide

Onboarding

Onboarding is managed as follows, by the Arwen Onboarding Adviser:

1. Client creates an Arwen account
2. Clients authorize their social media accounts for collection (we have a bulk authorisation process for clients with over 100 profiles)
3. Arwen Onboarding Adviser conducts Onboarding Meeting with client (can be conducted remotely) covering:
 - a. Agreeing and configuring the client's Engage Response Matrix settings (ie what combinations of topics and sentiments should trigger which reactions and responses)
 - b. Gathering policy documents to load into and train Arwen's RAG model

- c. Agreeing and configuring required notifications
 - d. Creating users with access authorisations
 - e. Delivering user training
4. Arwen Onboarding Adviser monitors incoming comments and recommendations making any necessary refinements to settings.
5. Arwen Onboarding Adviser activates auto recommendations and the service is live

Onboarding is then followed by Hypercare, which is led by the client's long-term Arwen Account Manager. This is a period of one month and is focused on achieving the following:

1. Ensuring the client is happy with Arwen's recommendations and automated actions
2. Ensuring notifications are reaching the right stakeholders
3. Ensuring users are able to manage Arwen
4. Reviewing the client's first month Report eg agreeing sanctions for repeat offenders

Offboarding

Offboarding is managed by the client's Account Manager, as follows:

1. Client instructs Arwen they wish to end their contract
2. Arwen Account Manager deactivates automated recommendations
3. Arwen Account Manager deauthorizes client's social media accounts
4. Arwen Account Manager closes client's account

Service levels like performance, availability and support hours

Arwen operates a service level of 99.95%. Application availability does not apply in the following circumstances:

- where the Application is not available due to there being a scheduled maintenance activity.
- where social media profiles have become unauthorized due to changes at the customer.
- where the Application is not available due to a Force Majeure event; or
- a failure of a platform-dependent third party that is outside of the control of Supplier.

Arwen Support is available via email at support@arwen.ai or via 24/7 telephone support line +44 (0) 207 139 5083.

Arwen also provides a comprehensive self-service Knowledgebase to help clients troubleshoot simple issues.

After sales support

Each client is fully supported as follows:

- Arwen Onboarding Adviser - for the duration of their onboarding and hypercare period
- Arwen Account Manager - for the duration of hypercare and their relationship with us
- The Arwen web app, available 24/7 to review Arwen's activities, generate reports and make a range of changes and improvements
- Arwen Knowledgebase, available 24/7 to troubleshoot issues