

Radian6 Invests in Customer Success Program, Professional Services and Social Strategy; Appoints Two Key Executives

EVP of Customer Success, Daniella Degrace, to lead Customer Success & Professional Services teams. Amber Naslund appointed VP of Social Strategy.

Radian6 has seen significant changes in the way businesses are using social media monitoring and engagement. The uses of listening and engagement platforms, like the Radian6 Dashboard and Engagement Console, have expanded beyond simply being applications for brand monitoring. The metrics and data they provide are becoming a cornerstone for business decisions across the enterprise; from influencing marketing, consumer affairs and product management to redefining customer support, CRM and engagement. The new social business paradigm has led to an evolution at Radian6 with the development of two new practice areas - Customer Success and Social Strategy – designed to support and address customers changing needs.

The role of Customer Success is to ensure Radian6 clients leverage the full power of the platform to meet their goals. From implementation plans to strategic account milestones and measurement, the program will support Radian6 customer's adoption of the platform in ways that best suit their organization. Daniella Degrace will lead the team as Executive Vice President of Customer Success, bringing with her a strong background in building customer-centric, results-focused programs. Daniella's experience spans the telecommunications, networking and software industries as the leader of customer solutions, services and success for several high-profile businesses. Previously, Daniella was the VP of Customer Solutions for Alcatel, oversaw Q1 Labs' global customer services operations and held a number of executive positions at iMagicTV.

"I've seen, first hand, the direct benefit of customer success programs for businesses. We know how well it can work, especially in a new market where companies are looking for guidance when mapping out a path for social media adoption and optimization," says Degrace.

Amber Naslund has been the Director of Community for the past two years and she has now taken on the expanded role of Vice President of Social Strategy. In her new role, Amber will be helping develop best practices for companies and agencies to leverage social media, community and engagement to achieve their business goals.

For the past 15 years, Amber has worked with businesses of all sizes, from the Fortune 50 to startups and local nonprofits, to lead branding, communications and client experience initiatives. Amber is an avid writer and passionate content creator, and her blog has been recognized among Forbes' 20 Best Social Media and Marketing Blogs By Women.

“Our customers have been asking us to help guide them”, explained Naslund. “Companies and agencies are looking for input and direction for everything from building listening models to mapping engagement strategies, how to organize their staff and teams, ways to measure their success, and overall best practices and methodologies for Radian6 adoption.”

Amber and Daniella will be working together to help Radian6 customers develop and illustrate comprehensive listening, engagement and measurement models that they can adapt. Please visit www.radian6.com/blog to learn more about these two exciting new programs and how we will be bringing greater value to our corporate and agency customers.

About Radian6 Technologies, Inc.

Radian6 provides the social media-monitoring platform for marketing, communication and customer support professionals. The company’s platform enables brands and agencies to monitor all forms of social media, with real-time results, and engage as a team through unique workflow features for tagging, classifying, and assigning of posts. Analysis widgets on the Radian6 dashboard give users the ability to uncover top influencers and trends as well as which conversations are having an impact online. Radian6 has over 1,700 clients, including: Dell, GE, Kodak, Microsoft, Pepsi Co, Edelman, Ogilvy Public Relations Worldwide, Weber Shandwick and many more.