Available Mentions

PRODUCT DATA SHEET

Available Mentions

Every direct mention of your official social accounts and every new review of your business and apps — turned into a triaged Zendesk ticket your team can answer, with AI that reads the sentiment and thanks your happy customers for you.

Six sources
Facebook, Instagram, Google, Trustpilot, Google Play, App Store

Zendesk-native
One ticket per mention, two-way replies via the Available Social channel

AI triage
Sentiment, intent and language on every mention; spam kept out

Pay per ticket
No per-agent seat licences

1 What it listens to

Mentions covers **your own official accounts**: direct @mentions of them and reviews of your business and apps. It is not brand-name listening across the open web.

Social mentions real time

- **Facebook Pages** and **Instagram Business** accounts
- Delivered as they happen through Meta's official webhooks — no scraping
- Every incoming notification is signature-checked before it is accepted
- Connecting a Facebook Page subscribes it automatically

Business reviews

- **Google** reviews — read-only via Google Places, or read **and reply** via your Google Business Profile
- **Trustpilot** reviews
- Checked for new reviews every 30 minutes, with star rating attached

App store reviews

- **Google Play**: grant Available's service account access to your app and enter the package name — nothing else to host
- **Apple App Store**: connect with your App Store Connect API key, validated when you connect
- Checked for new reviews every 5 minutes

One pipeline for everything

- Posts, comments and reviews land in one feed and follow the same rules
- Each mention's content is fetched and analysed before a ticket is filed
- Accounts and review sources are managed on one Accounts page in the portal

2 A triaged ticket in Zendesk for every mention

Tickets in your own Zendesk

- **One ticket per mention** — retries never file duplicates, and failures are recorded and retried automatically
- Through the **Available Social** Zendesk channel when installed: agents answer in Zendesk and the reply is posted back to the post, or to the review where the source supports replies
- Without the channel: a plain Zendesk ticket
- Ticket filing can be switched off to use Mentions as a feed only

AI analysis of every mention

- **Sentiment** — positive, neutral or negative
- **Intent** — what the customer wants
- **Language** detected from the text itself
- Used for triage, analytics and reporting

Smart triage

- **Spam suppression** (on by default): no ticket is filed for mentions the AI recognises as spam or junk
- **Escalate negative** (on by default): negative mentions are raised to high priority, or urgent when the analysis marks them as urgent
- Your own **tags**, default **priority** and the Zendesk **group** new tickets are assigned to

3 Replying in public

Two-way replies from Zendesk

- With the Available Social channel, the agent's reply is published on the original platform — on Facebook, Instagram, or the review site where it supports replies
- The customer sees an answer where they wrote; the conversation stays in the ticket

Public reply from the portal feed

- Team members can reply to Facebook and Instagram mentions straight from the feed
- **Arm-then-confirm:** the confirmation names the account the reply will be posted from
- Shows in advance how the reply will appear (for example as a reply under the comment)
- If a reply cannot be confirmed, the team is told to check the post — it is never silently re-sent

AI thank-you for happy customers opt-in

- Automatically posts a **public AI-written thank-you** to 4–5★ reviews and positive praise
- Choose which platforms it runs on — e.g. Trustpilot but not Facebook
- **Your own instructions per channel**: voice, sign-off, links
- Only posts where Mentions holds a reply credential for that source; off by default

4 Insight, reporting & the wider suite

Feed & analytics

- Live feed, filterable by sentiment and ticket status
- Analytics by platform, sentiment, intent and review stars
- **Responsiveness:** time to first reply and time to resolution on the tickets
- **Ask your data** — an AI analyst answers questions about your mentions and reviews

Reports & alerts

- **Weekly report** every Monday: mentions and reviews by platform, negative share, stars, intents, tickets filed and answered — with an AI summary
- Mentions KPIs and "needs a look" items on the **Command Center** home page, with thresholds for negative share and spikes you can tune
- Included in the **daily digest** by email, Slack or Teams

Feeds Available Insights

- Reviews and social posts can join Insights' **one feedback pool** (opt-in)
- Grouped into the same themes as surveys, calls and tickets
- Can raise emerging-theme and problem-spike alerts — never moves your NPS/CSAT score

Coaching & transparency

- Public replies are credited to **the agent who wrote them** and feed Command Center coaching and goals (time to first reply)
- **Webhook activity** log of every delivery and what was decided
- Configure settings by talking to the **Ask console** — it proposes changes, you apply them

5 Example setups — from simple to very advanced

Four fictional companies, each configured entirely in the Available portal. Each one builds on the previous level. Volumes and costs are illustrative; see the pricing section for rates.

SIMPLE Nordic Bikes — webshop, 3 agents

≈ 300 DKK / month + AI usage

"We keep missing questions people tag us with on Facebook, and our Google reviews go unanswered."

WHAT THEY CONFIGURE

- 1 Facebook Page connected — subscribed automatically
- Google reviews via their Business Profile
- Default triage: spam suppression and negative escalation on
- Tag *mention* on every ticket

WHAT HAPPENS

- Every mention and review becomes a Zendesk ticket within minutes
- Negative reviews arrive at high priority
- Spam never reaches the queue

150 tickets × 2,00 = 300

MEDIUM Hygge Home — interior retailer, 12 agents

≈ 1.600 DKK / month + AI usage

"Answer customers where they wrote, and make sure the social team owns it."

WHAT THEY CONFIGURE

- Facebook + Instagram + Google + Trustpilot
- **Available Social** channel installed in Zendesk
- Tickets assigned to the "Social" group, with their own tags
- Weekly report to the marketing lead

WHAT HAPPENS

- Agents reply in Zendesk; the answer is posted publicly on the original post or review
- Time to first reply and resolution tracked per week
- Monday report with negative share, stars and an AI summary

800 tickets × 2,00 = 1.600

ADVANCED Fjord Energy — utility with an app, 40 agents

≈ 5.000 DKK / month + AI usage

"Our app reviews tank after every release and nobody notices. And every 5★ deserves a thank-you."

WHAT THEY CONFIGURE

- Google Play and App Store reviews added to the social and review sources
- **AI thank-you** on Trustpilot and Google only, with their own sign-off and a link to the app's FAQ
- Tuned Command Center thresholds for negative share and spikes
- Daily digest to the team leads' Teams channel

WHAT HAPPENS

- App reviews arrive within minutes of being posted; 1★ reviews after a release show as a spike on Home
- Happy reviewers get a public thank-you without an agent touching it
- **Ask your data**: "what are people complaining about in the app this month?"

2.500 tickets × 2,00 = 5.000

VERY ADVANCED Scandi Fashion Group — 3 brands, 90 agents

≈ 18.000 DKK / month + AI usage

"See what customers say about us everywhere — in one place, next to surveys, calls and tickets."

WHAT THEY CONFIGURE

- A Facebook Page, Instagram account and Trustpilot profile per brand, plus Google reviews and both app stores
- AI thank-you with **per-channel instructions** in each channel's voice
- Reviews and social posts switched on as a source in **Available Insights**
- Public replies included in Command Center coaching

WHAT HAPPENS

- Mentions are analysed in every language they arrive in
- Insights groups reviews into the same themes as surveys and calls — "Delivery › Late" alerts draw on all of them
- Team leads see each agent's public replies and first-reply times in coaching

9.000 tickets × 2,00 = 18.000

6 Pricing

Pay for what you use. No per-agent seat licences — the feed, analytics, Ask, the weekly report and the Zendesk channel are included.

Tickets

Ticket filed in Zendesk	**2,00 DKK**	per mention ticket

AI usage

AI usage	**2× list price**	per token, at the AI model provider's list price

Covers sentiment & intent detection, AI auto-replies, the weekly AI summary and Ask your data.

All prices in DKK excluding VAT. Ticket filing, AI auto-reply and Insights pooling can each be switched on or off. Usage and cost are visible in the portal under Usage.

7 Security, privacy & reliability

Area	How Available Mentions handles it
Official APIs only	Data comes from each platform's own API under your own connected accounts — Meta, Google, Trustpilot, Google Play and App Store Connect.
Scope	Only direct mentions of your official accounts and reviews of your business and apps — not open-web monitoring of people's posts.
Credentials	Account access tokens are encrypted at rest.
Webhook security	Meta deliveries are signature-verified; every delivery decision is logged and visible in the portal.
No duplicates	One ticket per mention, reserved before it is filed, so retries never create a second ticket.
Public writes	Manual replies need an explicit confirmation naming the account; AI auto-reply is opt-in, limited to positive items and the channels you choose.
Access	Portal sign-in with Zendesk; roles and memberships per workspace; operator actions audit-logged.

8 Part of the Available suite

Product	What it adds to Mentions
Available Insights	Reviews and social posts in one feedback pool with surveys, calls and tickets — themes, alerts and opportunities.
Command Center	Home dashboard, daily digest, and coaching built on agents' public replies.
Available Assistant	The AI copilot in Zendesk for the rest of your tickets — and the Ask console that configures every product.
Available Phone & Transcriptions	Calls and call analysis that sit beside reviews and mentions in the same feedback pool.