Available Mentions

Hear what's being said about you, and answer before it grows.

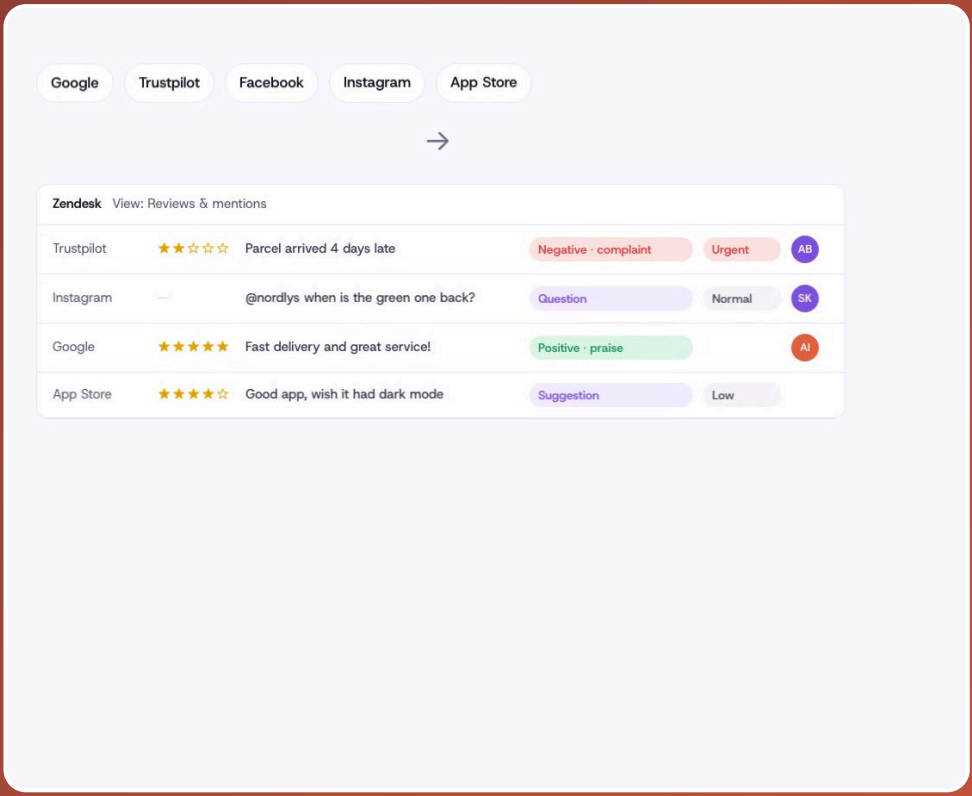
When someone tags you on Facebook or Instagram, or reviews you on Google, Trustpilot or in the app stores, that's a customer talking to you in public. Mentions brings it into one place, understands what's being said, and makes sure nothing is overlooked.

Six sources

One ticket per mention

Two-way replies

Pay per ticket



1 The problem

Public questions and reviews fall between the cracks

Nobody owns the inbox

Facebook, Instagram, Google, Trustpilot and the app stores each have their own login.

The negative ones linger

A one-star review after a release sits unanswered while everyone can read it.

Praise goes unthanked

Happy customers who took the time to write never hear back.

2 What changes with Mentions

✓

All in Zendesk

Every mention and review becomes a ticket within minutes, with sentiment, intent and language.

✓

Answered in public

With the Available Social channel, the agent's reply is posted on the original post or review.

✓

Thank-yous on autopilot

Opt-in AI thank-you for 4–5★ reviews, on the channels you choose, in your voice.

In use today

Figures from Available's platform, measured November 2026 across our customers.

16,500+
mentions and reviews caught and analysed

1,100+
tickets created automatically in Zendesk

1,400+
spam mentions kept out of the queue

140+
hidden complaints caught behind good ratings

3 How it works

1 Connect your accounts

Facebook Pages, Instagram, Google, Trustpilot, Google Play and the App Store, on one Accounts page.

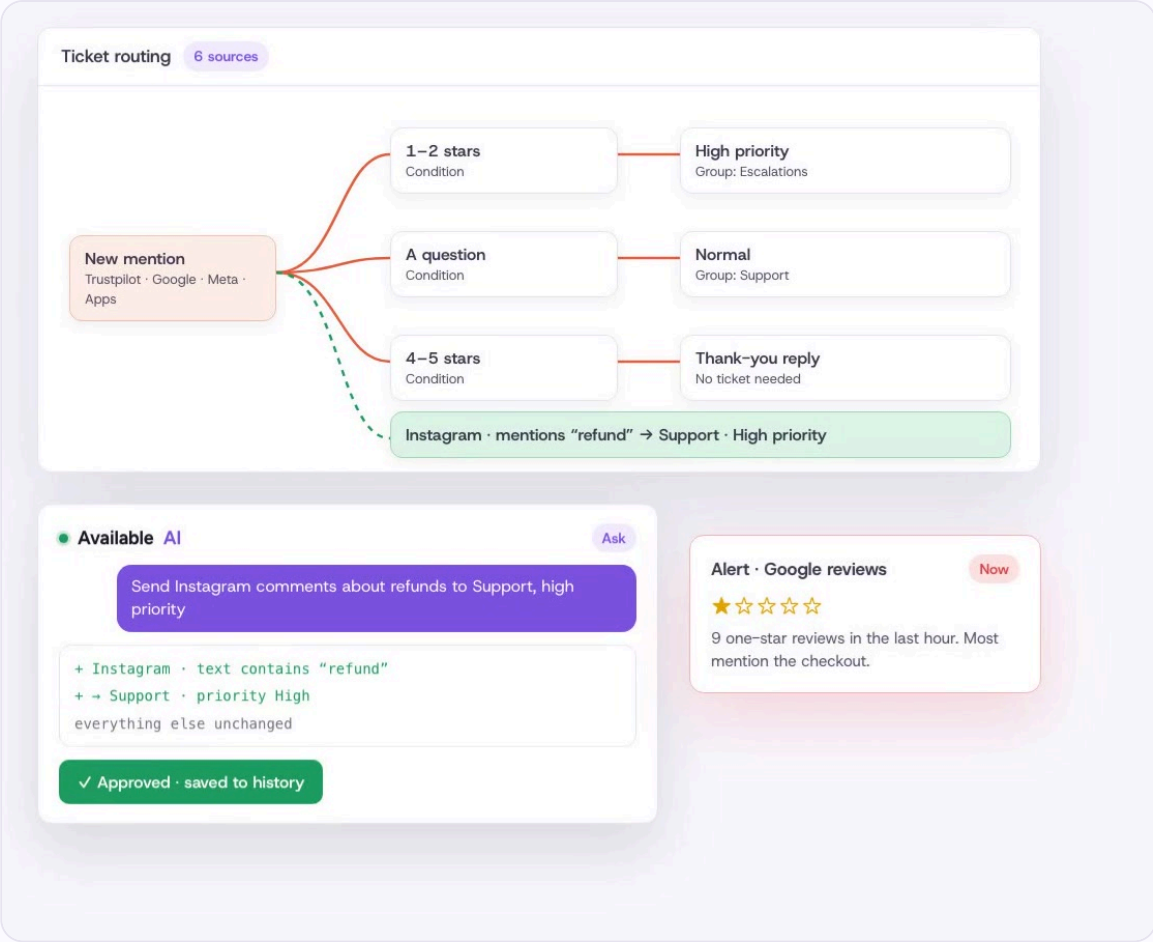
2 Set the triage

Spam suppression and negative escalation are on by default; add your own tags, priority and group.

3 Reply from Zendesk

Install the Available Social channel and answer where you already work.

See it working in the 1-minute film:
available.dk/en/produkter/film-og-datablade



4 What's inside

Real-time social

Delivered through Meta's official webhooks, every notification signature-checked.

Reviews and app stores

Trustpilot every 30 minutes, app stores every 5 minutes, Google via your Business Profile.

AI triage

Sentiment, intent and language on every mention; spam kept out of the queue.

Feed and analytics

By platform, sentiment, intent and stars, with time to first reply and resolution.

Weekly report

Every Monday: negative share, stars, intents and tickets, with an AI summary.

Hidden complaints caught

Five stars with a complaint in the text, or praise under a poor rating? Mentions flags it.

Built to be trusted

Official APIs only

Data comes from each platform's own API under your connected accounts. No scraping.

Your accounts, not the web

Direct mentions of your accounts and reviews of your business, not open-web monitoring.

Deliberate public writes

Manual replies need a confirmation naming the account; AI replies are opt-in and positive-only.

5 In practice

EXAMPLE SETUP

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

Fjord Energy, utility with an app, 40 agents

- App reviews arrive within minutes; 1★ spikes show on Home
- Happy reviewers get a public thank-you without an agent touching it
- “What are people complaining about in the app this month?”

A fictional company used to illustrate a typical setup. More examples, from simple to very advanced, are in the data sheet.

PRICING

No per-agent seat licences: the feed, analytics, Ask, the weekly report and the Zendesk channel are included.

Ticket filed in Zendesk	**2,00 DKK per mention**
AI usage	**per token, 2× the AI provider's list price**

All prices in DKK excluding VAT. Every feature is opt-in; cost per ticket, chat and call is visible in the portal under Usage.

See Mentions with your own data

Feeds Insights themes and alerts, and Command Center coaching on each agent's public replies.

Book a demo | Watch the film | Data sheet