Social Media & Customer Service

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Support channels by adoption

Self-service Portal

Live Chat

Phone

Email

Web Forms

Social Media

MANAGERS

ZOHO Support

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From two-way customer service…

…to all-way customer service

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92% of people say they trust recommendations from friends and family above all other forms of advertising
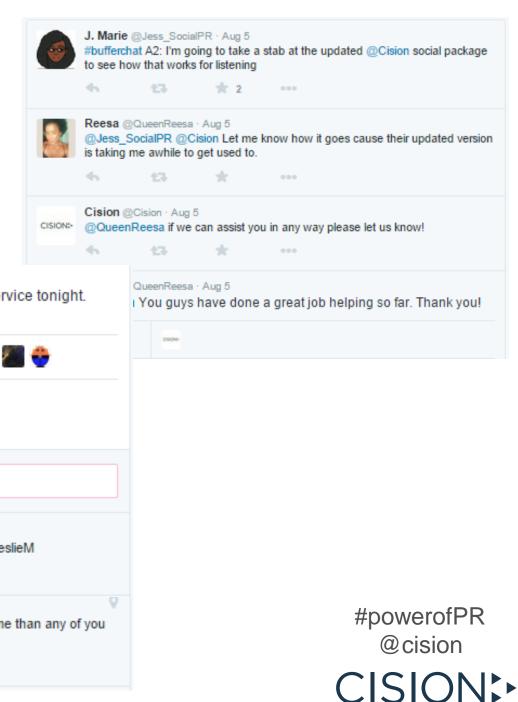
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Customers who encounter
positive social customer care
experiences are nearly
3 times more likely
to recommend a brand.

- NM Incite (Nielsen-McKinsey joint venture)

J. Marie @Jess_SocialPR · Aug 5
#bufferchat A2: I'm going to take a stab at the updated @Cision social package to see how that works for listening

♥ 2

Reesa @QueenReesa · Aug 5
@Jess_SocialPR @Cision Let me know how it goes cause their updated version is taking me awhile to get used to.

Cision @Cision · Aug 5
CISION→ @QueenReesa if we can assist you in any way please let us know!

QueenReesa · Aug 5
You guys have done a great job helping so far. Thank you!

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B Mac 2 @b_macjr · Sep 14
S/o to @TMobileHelp @TMobile for the customer service tonight. Tweeted one problem and they jumped to fix it...

| RETWEETS | FAVORITES |
| 2 | 17 |

3:56 AM - 14 Sep 2015 · Details

Reply to @b_macjr @TMobileHelp @TMobile

T-Mobile USA @TMobileHelp · Sep 14
@b_macjr You are making us *blush* Anytime! Take care *LeslieM

♥ 1

Pamela Colbert @tampabaypambo · Sep 15
@b_macjr @TMobileHelp @TMobile Thay are more awesome than any of you know!

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Making a Social Response Plan

- Conversations are public.

- SLAs are faster.

- Monitoring conversations can be a challenge.

- Responses need to be consistent.

- Positive feedback requires response, too.

- Crisis plans are crucial.

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Companies with a social care program experience a
7.5% YoY increase in customer retention
– those without only see a change of 2.9%.

- Aberdeen Group

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Measuring Your Success

- Share of voice
- Sentiment improvements
- Retention/conversion
- Your KPIs – What is your objective?

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Takeaways

- A social customer service program is now table stakes. You need to be involved.

- Have a plan to monitor mentions & create SLAs for responses.

- Measuring your success is key.

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