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Social ROI...Helping Customers, Proving Value

Social ROI – How we found it

- Social marketers and communicators continue to struggle to find the hard measures the C-Suite desires
- The rise of the importance of paid social helping solve one part of the equation
- When it comes to engagement on owned channels, how do you show impact?



“Too often businesses and their leaders overlook savings when trying to impact the bottom line. It’s often the undoing of a business.” – Warren Buffett

ROI...via Social Service

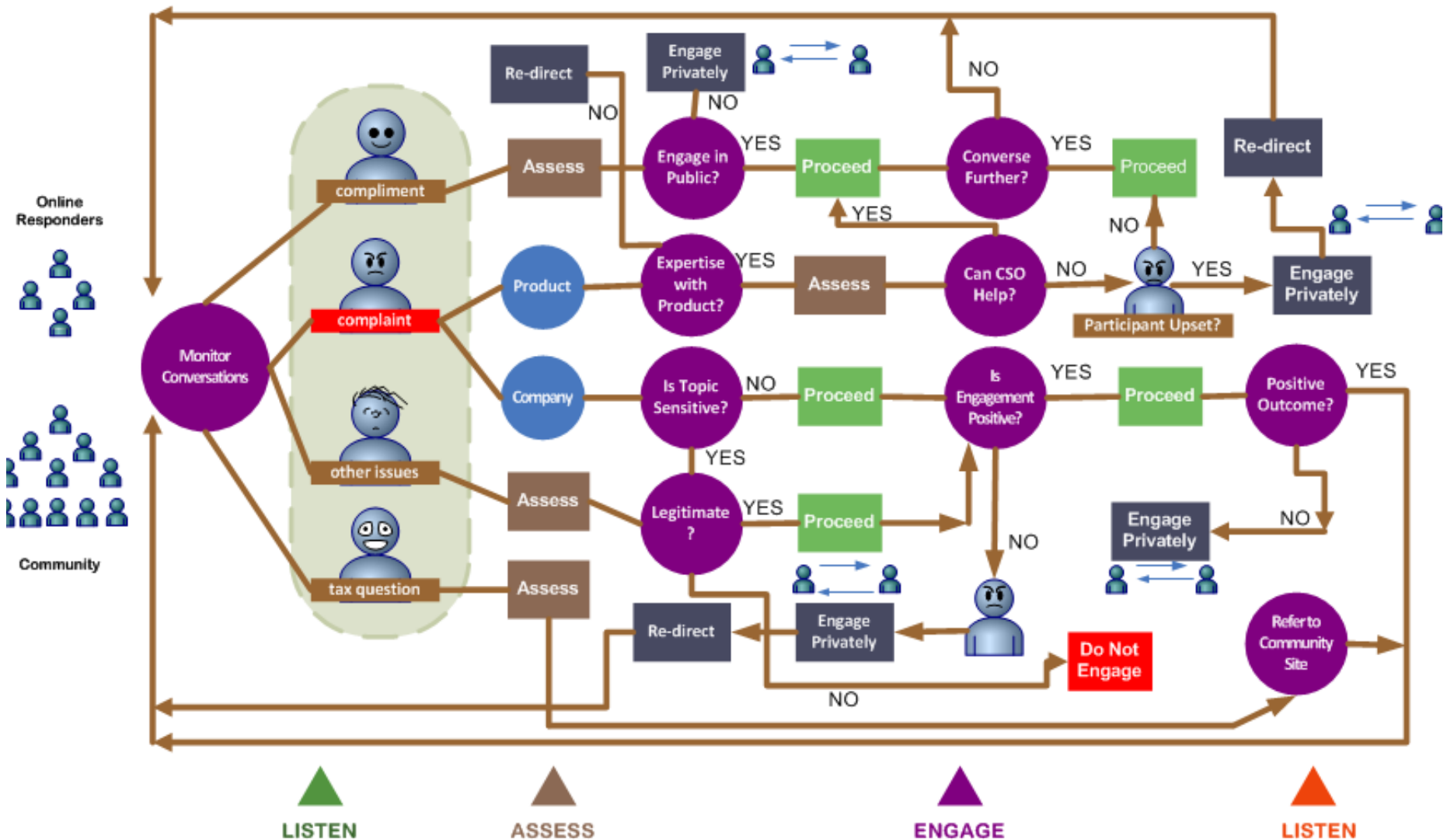


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NEVER SETTLE FOR LESS[™]

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The HRB Social Response Flow



Social ROI...via Customer Service



Offer help in social at the point of need...

NEED HELP?

Customer Service

Appointment Scheduling

Videos

H&R Block
346,406 likes · 1,229 talking about this · 59,719 were here

Product/Service
Official Facebook page of H&R Block Hours: 9a-5p CST M-F. After hours, if you have questions please call 1800HRBLOCK.

Recent

- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 2006
- 1986
- 1980

Faster Help, Greater Satisfaction

H&R Block Customer Service

H&R Block Customer Service

✓ Liked

Submit a question to our customer service team.

THANK YOU!

We appreciate your feedback. A H&R Block Customer Service Representative will be in touch with you regarding your question.

Tell your friends we're here for you!



Helping on Twitter



H&R Block Care Team 
@HRBlockAnswers **FOLLOWS YOU**
Official H&R Block Client Care Team on Twitter. You have H&R Block Customer Service questions? We have answers! Tweeting from 7a-7p CST M-F.
Kansas City, MO · hrblock.com/support

12,425 TWEETS 1,821 FOLLOWING 1,947 FOLLOWERS

 Follow

Followed by    and 41 others.

- Channel helped us “save” frustrated customers
- Real-time help at moment of need
- Able to show real ROI based on customer retention

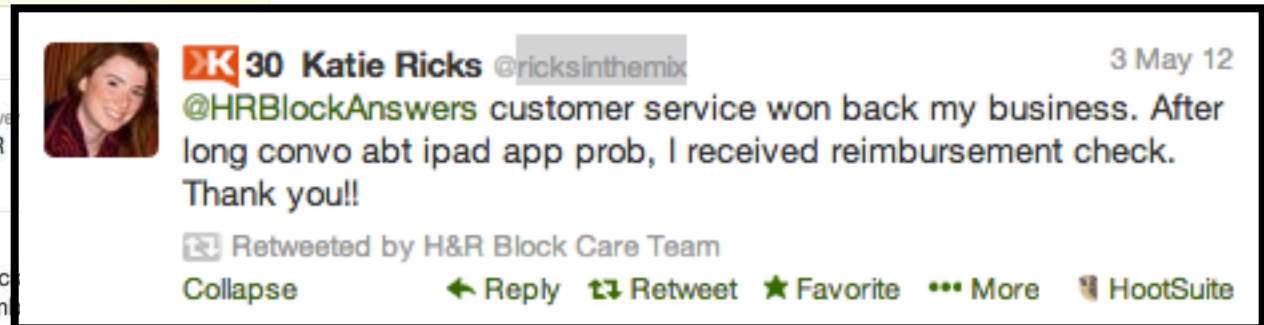
Tweets All / No replies




 **45 H&R Block Care Team** @HRBlockAnswers
@krazychick02 What can we do to help? ^KR
Expand

 **30 Katie Ricks** @ricksinthemix
@HRBlockAnswers customer service won back my business. After long convo abt ipad app prob, I received reimbursement check. Thank you!!
Retweeted by H&R Block Care Team
Expand

 **13 Chad Williams** @CTWilliams4
4 May 12
Props to @hrblockanswers for helping me out. They rectified the



 **30 Katie Ricks** @ricksinthemix
3 May 12
@HRBlockAnswers customer service won back my business. After long convo abt ipad app prob, I received reimbursement check. Thank you!!
Retweeted by H&R Block Care Team
Collapse Reply Retweet Favorite More HootSuite

The Results...

- Clients surveyed after social help say they're **6x more likely** to use it again and **5x more likely** to return to HRB
- Allowed us to take the conversation “offline” ...which we must do to fix their problem
- Call deflection was significant during one peak last year meaning we saved the company significant dollars
- Giving clients help when, where they need it...not forcing them into a model that benefits us.