



SOCIAL CUSTOMER CARE: A Powerful Weapon

Social Customer Care Don't Make Assumptions!



“If I start engaging on social channels like Twitter and Facebook, I will artificially stimulate more complaints.”

MYTH! That horse has already bolted ... even *Good Housekeeping* magazine is encouraging its readers to “complain like a pro” using Twitter

THE BIG 2 KPIs to Live By



REDUCE
Costs



INCREASE
Customer
Satisfaction

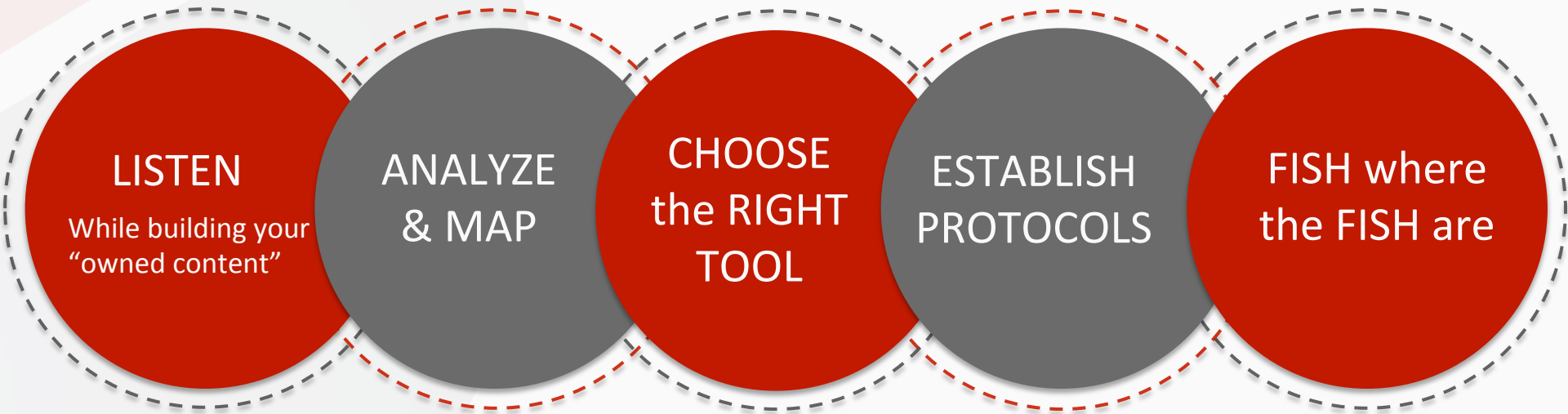
SOCIAL CUSTOMER CARE DELIVERS ON BOTH!

Achievable WINS

Working within your Own Department

“Since implementing Social Customer Care, we have saved millions of euros through reductions in call volumes.”

Head of Customer Service 2.0, Orange France



BIGGER

Wins Come From Breaking Down Silos

OPPORTUNITIES For:

- **Your Organization:** to learn about and quickly improve Customer Experience.
- **You:** in the age of the Empowered Customer, owning the Voice of the Customer is pivotal and strategic within any company.



How Can We Resource It?

Challenges:

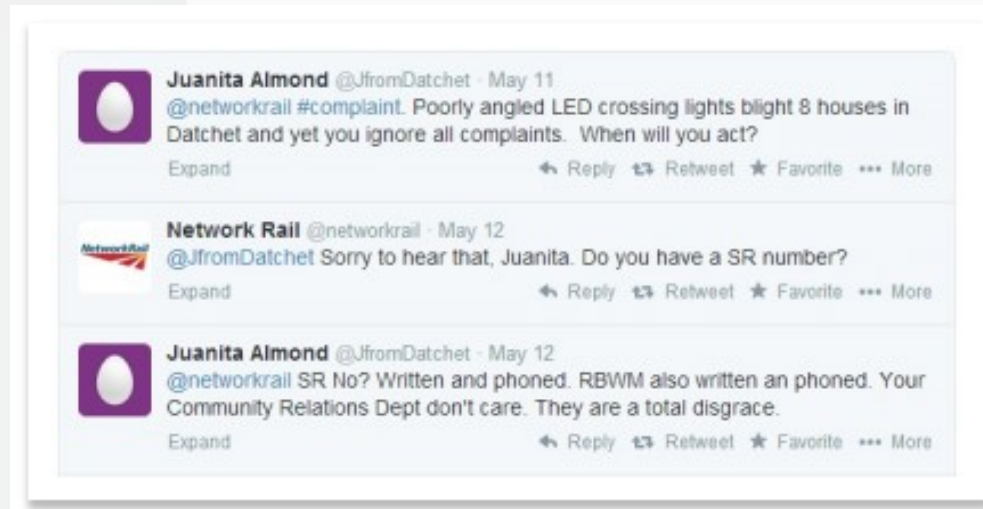
- Engagement opportunities on social are likely to exceed your team's service mandate.
- Lack of 'bodies' is unlikely to be the problem.
- Building your team's skill set.
- Breaking down the silos.

BUT ... the rewards are huge



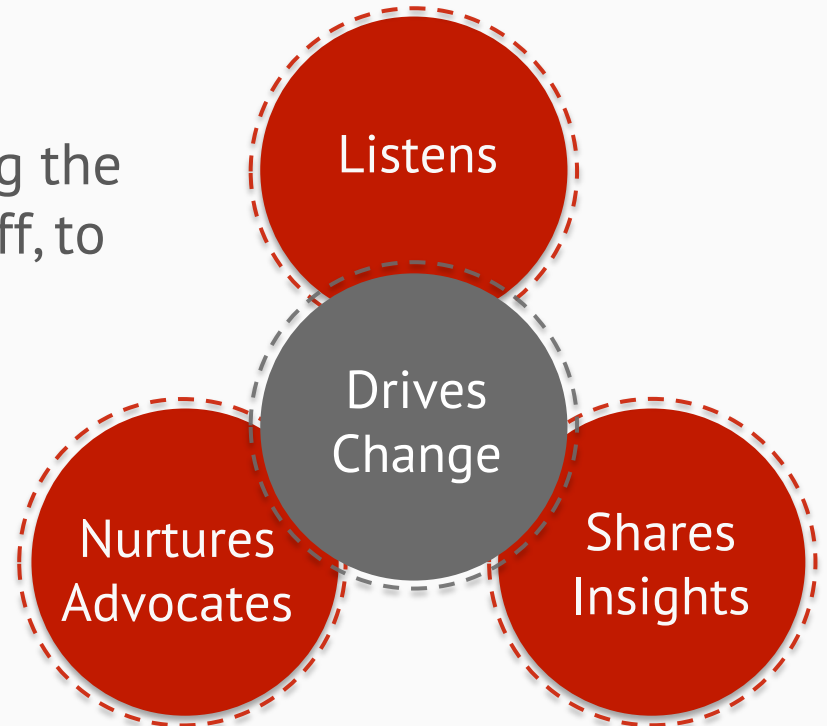
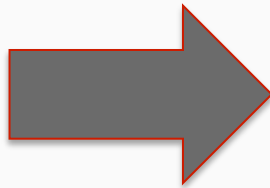
NEVER BEFORE HAVE YOUR INTERESTS – AND MARKETING’S – BEEN SO CLOSELY ALIGNED

- Forrester’s concept of the “New Fashioned Brand”
- Brands are now made out of glass



Improving the CUSTOMER JOURNEY Benefits Everyone

- The key = understanding the customer journey and de-bugging it fast!
- Customer Service moves from being the ambulance at the bottom of the cliff, to the department that....



CUSTOMER SERVICE = First Line of Defense

- Monitoring tools can help you to spot a crisis as it emerges / breaks
- Making customers feel informed is key
- Don't forget the power of images



Best Practice



BTCare

Gerrard Street - LONDON

Here is a photo from the basement of Gerrard Street Exchange, after the fire. Engineers are on site and working around the clock to restore service as quickly as possible.

16,298 December 21, 2010

16,298 December 21, 2010

restore service as quickly as possible on site and working around the clock to Gerrard Exchange after the fire. Engineers are here is a photo from the basement of Gerrard



CUSTOMER SERVICE Becomes a Source of Product Improvement

- “User error” issues can often be a shorthand = the product is too complicated / not intuitive.
- You hear about big pain-points first -> great example, Microsoft Office 2013 licensing reversal.

This is a great example of Microsoft listening to feedback from end users and moving, really quite quickly, to rectify the issue at hand. I think this is a positive step from Microsoft and shows that customer feedback, particularly via social media, really does work!

Microsoft reverses course, says Office 2013 licenses can now be transferred to new PCs

BY DONALD MELANSON [@DONMELANSON](#) • MARCH 6TH 2013, AT 3:26:00 PM

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CUSTOMER SERVICE Becomes a Source of Product Innovation

- Being a “fast follower” is a form of innovation
- Use insights to incorporate elements of competitors’ offerings into products & services that customers love



CUSTOMER SERVICE Becomes a Source of Sales Leads

- “SOCIAL POACHING”
- Listening to spot sales opportunities: for example people mentioning ‘test drive’
- Negative rants about your competitors can also be opportunities, but be subtle!
- If you have an e-commerce channel, tie referrals directly into revenue



SOCIAL INTELLIGENCE

Building a Social Business

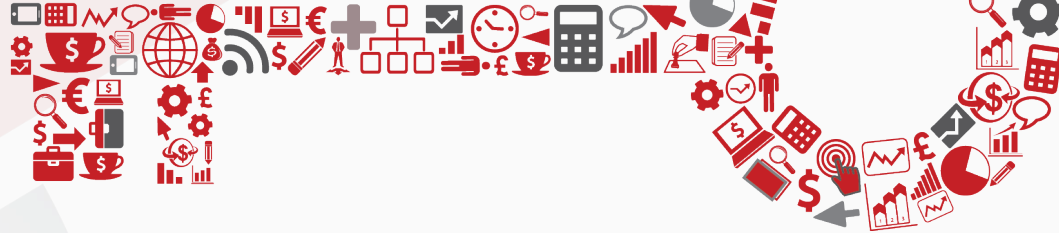


SOCIAL CONNECTED
Make Social Integral
to Business Strategy

DELIVER AT SCALE
The right data to the
right people at the right
time.

**FUEL BUSINESS
INTELLIGENCE**
Actionable Insights.
Prove Business Value.

BE SOCIAL DRIVEN
It all starts with
the DATA.



KEY TAKE AWAYS

1. Social Perception -> Brand Reality
2. Ignoring Conversation -> Lost Customers
3. Brands are Racing to be More Socially and Customer Driven
4. The Heart of the Transformation -> Customer Service

NEXT STEPS...



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