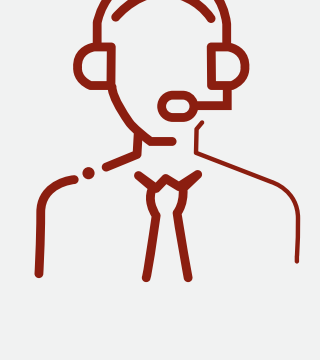




SOCIAL MEDIA AND CUSTOMER SERVICE

SOCIAL MEDIA AND CUSTOMER SATISFACTION

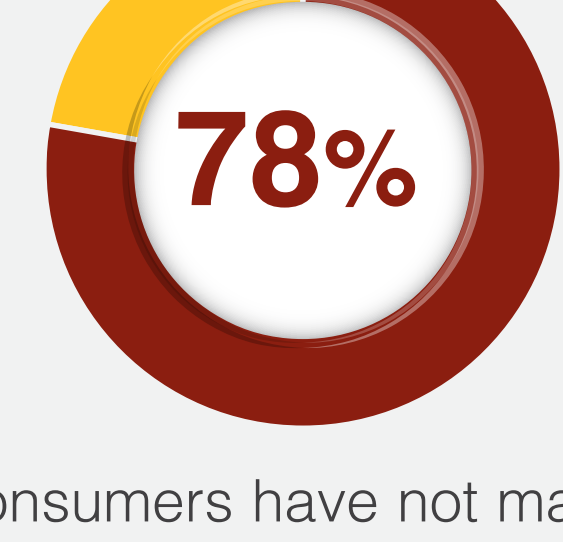


Customer service needs to be the heart of every successful business regardless of what industry it may be in

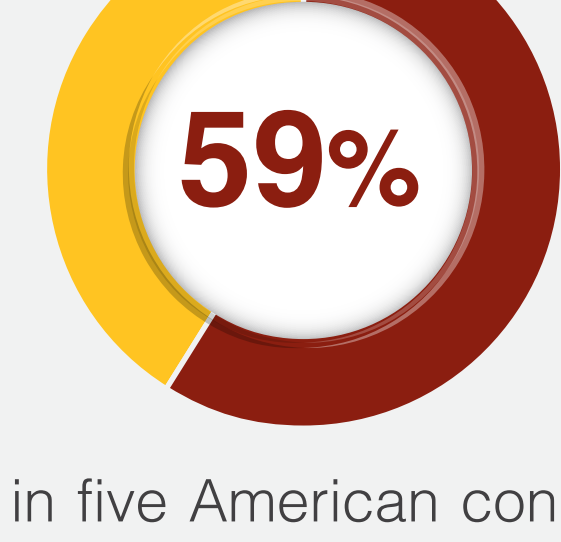


Social media provides a unique opportunity for businesses to provide instant customer service

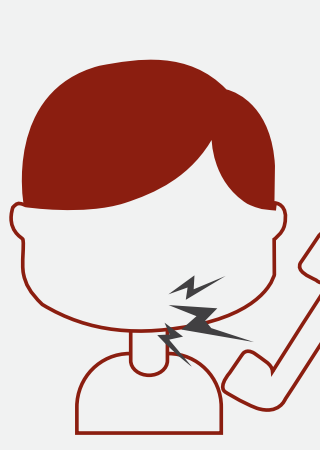
Improve customer relations and brand reputation



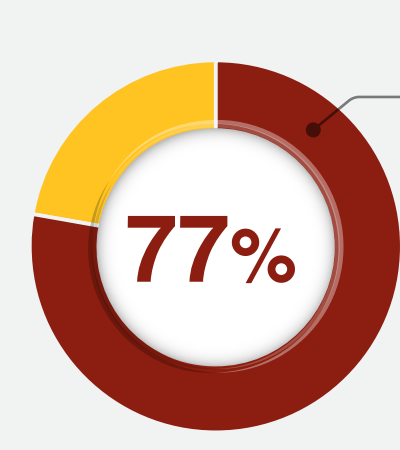
of consumers have not made an intended purchase because of a poor service experience



three in five American consumers would try a new brand or company for a better service experience



Instant communication
A disgruntled customer will wait the minimum time for a response
Social media provides the fastest road for response

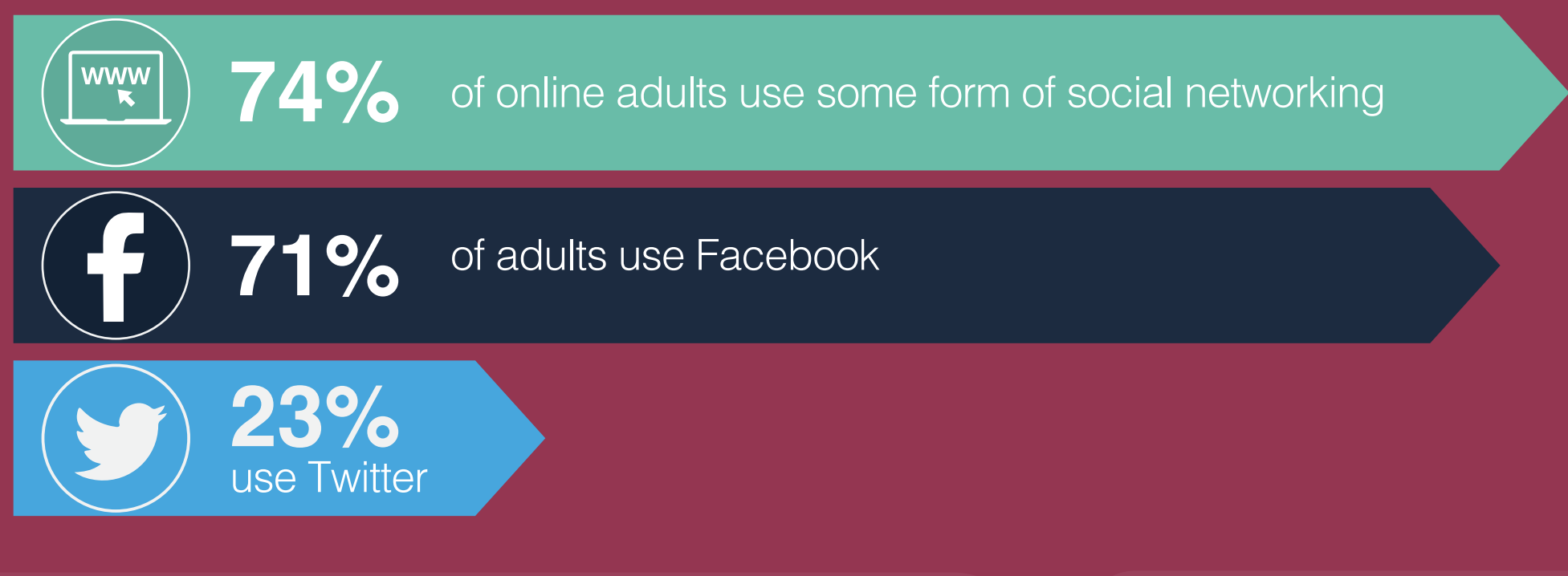


of U.S. online adults say that valuing their time is the most important thing a company can do to provide them with good service

WHY COMPANIES SHOULD USE Social Media For Customer Service



Penetration power
Social media is the greatest pool of online customers



“By using social media, you’ll be creating more substantial, personal relationships with your customers, and you’ll be increasing the visibility of your brand in the process.”
Forbes

An easier and transparent way to communicate

It is cheaper
Social customer care costs around \$1 per interaction while phone support costs at least \$6

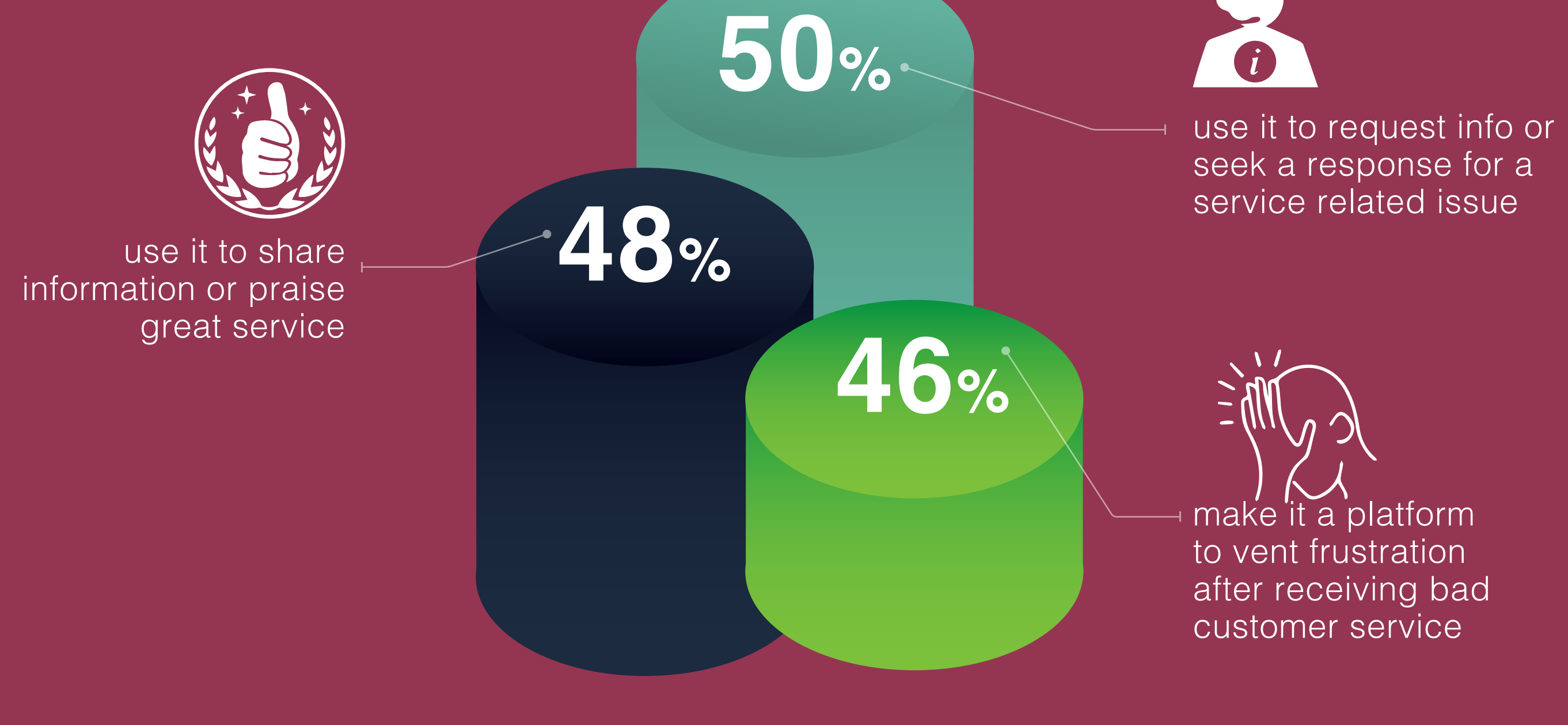
People spend more time socially on the internet raising the demand for customer service through social media
Americans spend an average of 37 minutes daily on social media
70% of Facebook users log on daily, including 43% who do so several times a day

Social media is preferred
67% of consumers now tap networks like Twitter and Facebook for customer service

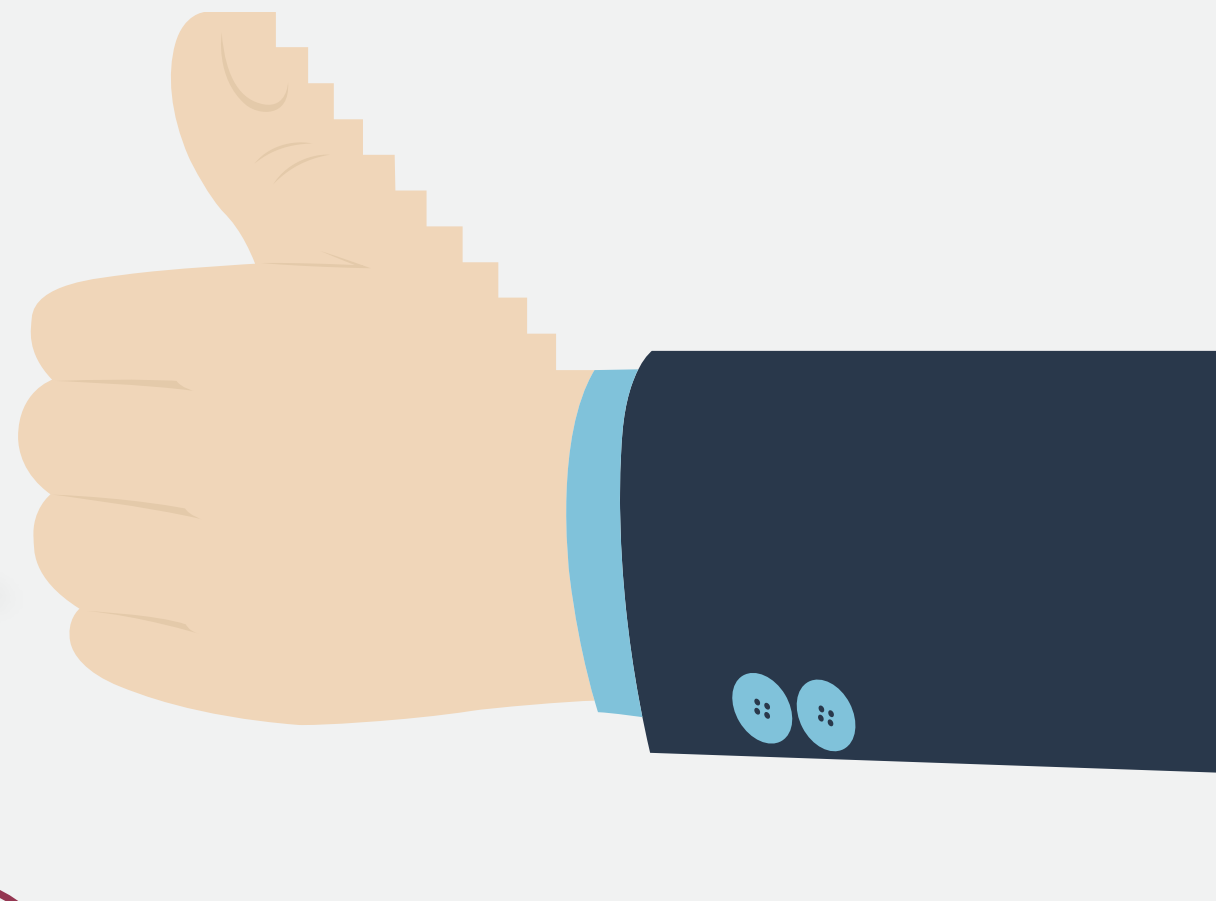
Your competitors are investing in it
67% of companies believe that social customer service is the most pressing short-term priority for the contact center

35% of all contact center interactions are digital and if the pace of growth continues, it will overtake telephone contact by 2017

Top reasons American customers use social media for customer service



CUSTOMER SERVICE AND ITS EFFECTS on a Company's Brand and Bottom Line



An efficiently served customer on social media increases brand awareness

40% Happy customers will spend 40% more with a brand.
Customers who encounter positive social media customer care experiences are nearly three times more likely to recommend a brand. *Harvard Business Review*

42% of people will tell their friends about a good customer experience on social media. (American Express Global Customer Service Barometer)

74% of consumers have spent more money due to good customer service.

Three out of four consumers have spent more with a business due to a history of good customer service.

86% of buyers will pay more for a better customer experience, but only 1% of customers feel that vendors consistently meet their expectations.

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

When companies engage and respond to customer service requests over social media, those customers spend 20% to 40% more money with the company than other customers do.

U.S. brands lose approximately \$41 billion each year due to poor customer service.

Potential negative impacts



59% of questions and complaints on Twitter go unanswered.

45% of retailers ignore inquiries on Twitter because they do not have resources to manage the channel, despite the fact 88% have a Twitter presence.

31% of tweets containing company names don't include their Twitter handles.

EXAMPLE OF OUTSTANDING CUSTOMER SERVICE Through Social Media



- jetBlue**
The airline makes sure that they engage their customers in a fun and friendly way, handling complaints as patiently as possible and in a timely manner. The response time on Twitter is as low as 10 minutes.
- Whole Foods**
The grocery chain not only engages with customers but also shares delicious looking recipes and gives food prep tips and cooking advice.
- Xbox**
Holds the Guinness World Record for Most Responsive Brand on Twitter. Their customer support tries their best to solve any issues while also keeping their fans up-to-date with the latest releases, tech and games.
- Royal Dutch Airlines (KLM)**
Has a very active Twitter account where they not only respond to queries but also include the estimated response time in their Twitter header. This is updated every five minutes without fail, creating a sense of urgency and transparency, and setting the expectation of prompt service for their customers.

Sources: <http://www.helpscout.net/75-customer-service-facts-quotes-statistics/>, <https://www.sprinklr.com/social-scale-blog/big-list-customer-experience-statistics/>, <http://blog.hootsuite.com/how-to-deliver-exceptional-social-media-customer-service/>, <http://www.sentimentmetrics.com/blog/2015/06/1/20-social-customer-care-statistics/>, <http://www.conversocial.com/blog/17-surprising-social-customer-service-statistics#:~:VSLRcv7VzGg>, <http://www.getspokal.com/examples-of-the-good-the-bad-the-ugly-of-customer-service-on-social-media/>, <http://www.socialmediatoday.com/social-business/24-statistics-show-social-media-future-customer-service>, <http://www.convinceandconvert.com/social-media-research/42-percent-of-consumers-complaining-in-social-media-expect-60-minute-response-time/>, <http://www.forbes.com/sites/jaysondemers/2014/08/12/7-reasons-you-need-to-be-using-social-media-as-your-customer-service-portal/#1cd7b1eb1523>