Creating Epic Social Media Customer Service

HGS
HINDUJA GLOBAL SOLUTIONS

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Social Media Business Challenges

The Volume and Limited Resources	Determining What is Actionable...	Training to Spot Opportunities & Crises	Bridging the Gap – Care | Marketing | PR

Huge Social Volume

- Brands only dedicate so many resources ($$$)
- Never get to 100% of the mentions
- Tons of time spent on reading and tagging posts

Actionable vs. Non Actionable

- With so much volume, how do you get to the important posts?
- How do you filter out the noise?
- How do you prioritize posts?

Amplifying the Positive

- How do you engage with celebrities and influencers?
- How do you spread the brand love?

Protect the Brand from Potential Crisis

- Social makes it easy for the wrong post to gain momentum and go viral

Breaking Down Silos

- Social media is an asset the whole enterprise can leverage
- The question of "who owns it"—marketing or customer service—usually creates problems

Meet Generation C

If you're only targeting millennials with your social media campaigns, you are missing out on the biggest demographic—Generation C (the Connected Consumer). Today's Generation C is changing today's customer experience (CX) culture. This demographic is not an age group—it's an attitude and mindset.

Social media is a key mode of consumer engagement for this consumer group. Here are some Think with Google stats on Generation C:

- These customers don't just passively consume—**90%** create online content at least once a month.
- They're passionate brand advocates—two-thirds of them agree that "If there is a brand I love, I tend to tell everyone about it."
- They're active consumers—in fact, **56%** have taken action after watching ads for a product or service on YouTube.
- They're regular YouTube users—**76%** of Gen C visit YouTube weekly and **36%** visit daily.
- A total **55%** of these consumers say they're connected to **100** or more people through social sites, while **15%** are connected to **500+** people.
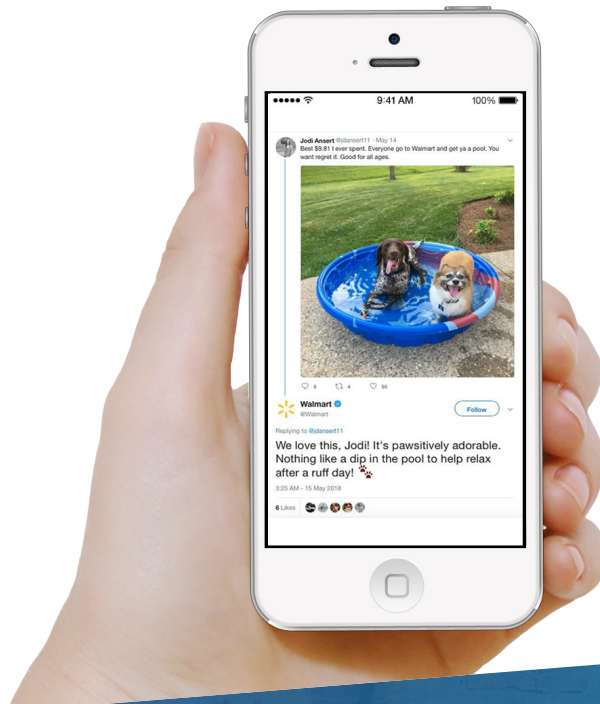
Gen C are enthusiastic early adopters and passionate brand advocates—capable of becoming a brand's biggest spenders and influencers.

Epic Social Customer Care, Defined

The Old Way

Epic

5 Key Characteristics of Epic Social Customer Care

Epic social customer care means creating memorable experiences and lasting impressions that help build brand affinity and loyalty. The goal is that these positive experiences get shared, liked and commented on by others, broadening brand awareness and building a positive reputation.

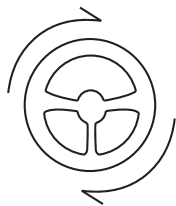**Speed**   **Empathy**   **Fun**   **Surprise**   **Resolution**

Speed

Traditionally, many brands experience high volume and have limited resources to sift through posts, determine what's actionable, and tag posts for reporting. This resource limitation reduces response times and causes negative experiences. Artificial Intelligence (AI) can help determine what is actionable, removing all posts that are non-actionable, so agents do not waste time on posts that are spam, news articles, or retweets. An automated rules engine can be implemented to help tag posts, and route them to the appropriate internal team, either public relations or social customer care. When a consumer dials a 1-800 number, they expect someone to answer the phone within seconds. The same expectations exist within social media.

Empathy

Customers want you to understand their thoughts, feelings, and situation from their point of view. With social media, this often requires a more nuanced response than a simple apology. When done right, thoughtful and empathetic responses show others reading the post that the brand truly cares.

Fun

Social media is a platform for showcasing brand personality. Your customer service team's responses should reflect and represent the brand. Any time there is an opportunity to respond with humor, fun, or an emoji, it can make for a memorable experience that brings your brand to life.

Surprise
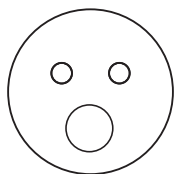
Not everyone who mentions your brand on social media does so with the expectation that they will receive an actual response from your company. You can often use this to your advantage, by reaching out in an authentic way to help solve their problem or simply strengthen a customer relationship.

Resolution

A Gartner study found that companies that ignore support requests on social media see an average churn rate 15% higher than companies that respond to requests. When customers reach out on social media, many times, it is their last attempt to seek a resolution for a bad experience. That resolution can happen with a chatbot, for easy frequently asked questions. Other times, it will need the human touch. For example, there may be instances where it is appropriate to redirect the conversation to a private message to collect personal information to solve the customer's problem. The hope is that the customer will be inclined to delete the original negative posts or update the feed with a post about how they are happy with the positive outcome.
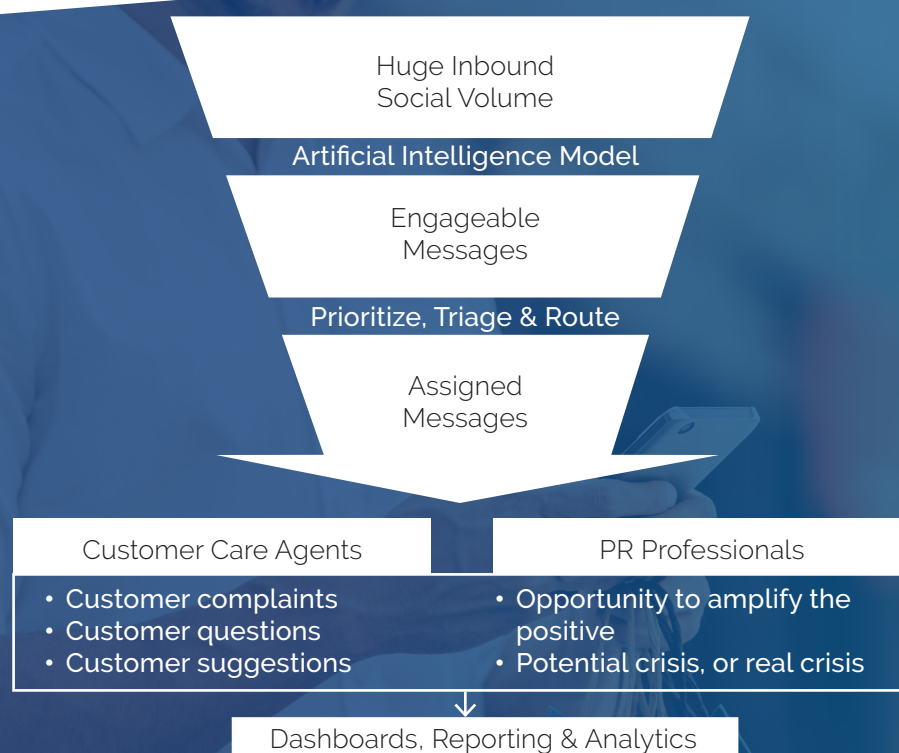
Epic Social Customer Care, Operationalized

When building a social customer care solution, look at how artificial intelligence, automation, chatbots, analytics, and the human touch can help you deliver the best service efficiently. These tools are powerful and can address many of the common business problems faced when engaging on social.

How to Operationalize Epic

How it works…

- Artificial Intelligence and Automation
- Customer Care Agents for Scale and Resolution
- PR Partner for Brand Management
- Analytics and Insights for VOC Analysis

Huge Inbound
Social Volume

Artificial Intelligence Model

Engageable
Messages

Prioritize, Triage & Route

Assigned
Messages

Customer Care Agents

- Customer complaints
- Customer questions
- Customer suggestions

PR Professionals

- Opportunity to amplify the positive
- Potential crisis, or real crisis

Dashboards, Reporting & Analytics

# Hiring and Training to Deliver Epic Social Customer Care Experiences

Hiring the right talent for a social customer care program is critical. In addition to empathy and problem solving, the skill set needed to implement epic social customer care includes strong creativity, critical thinking skills, fantastic typing, spelling and grammar skills, and great communication skills.

Training programs for social customer care advocates are particularly important due to the public nature of conducting customer service on social media for all to read, including news and media outlets. Curriculum should include training on how to spot a brand crisis (before it becomes a crisis); how to craft creative and authentic responses that utilize the brand voice; how to engage with influencers; how to follow the rules of engagement; when to escalate; how to use the social engagement platform; and how to resolve the top contact drivers. In addition, social media care advocates should be trained on when and how to use emojis in responses. Emojis add lightheartedness or a personal touch and show humor and happiness.
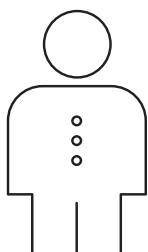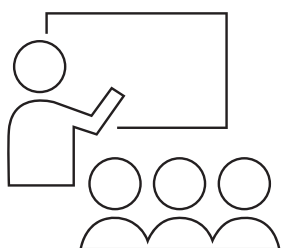
The Ideal Agent Profile

- Naturally empathic
- Great communication skills
- Good problem solvers
- Creative and witty
- Fantastic spelling and grammar
- Great typing skills
- Tech savvy, and digital
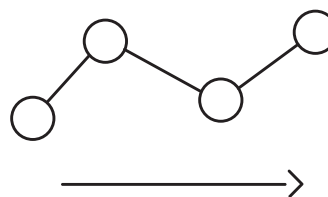
Assessing Their Social Savvy-ness

Before Making the Hiring Decision

- Choose the best-fit response
- Vet profiles
- Interpret social slang/spelling and typo errors

Training Curriculum

A three-week training program to review the following:

- Learning the brand, the customer, and policies
- Understanding top contact drivers
- Following the "Rules of Engagement Manual"
- Vetting a profile
- Crafting authentic and engaging responses
- Writing using the brand voice

- Spotting a brand crisis
- Escalating
- Engaging with influencers
- Using tools / process workflow
- Logging a case for resolution
- Using emojis for sentiment, tone and empathy

Measuring and Monitoring Epic Social Care

To measure epic, the brand must focus on analyzing experiences that help to build brand reputation – these are responses that get shared, liked, and receive positive comments. To achieve these experiences, brands must focus on resolution, amplifying the positive, and protecting the brand.
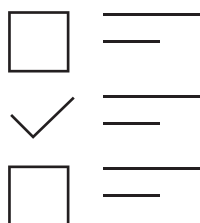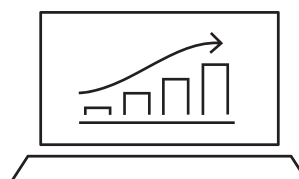
Measuring Quality

Responses, processes, and procedures

- Review the post
- Vet the profile
- Follow the workflow process
- Assess issue resolution
- Assess writing skills
- Help the brand
- Fatal – results in immediate failure

Dashboards for Productivity

What to measure in real time:

- Total mentions
- Total removed by artificial intelligence
- Total engageable posts
- Number of touches
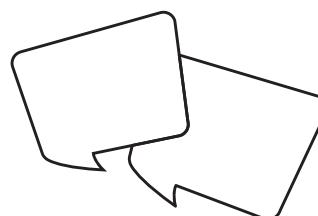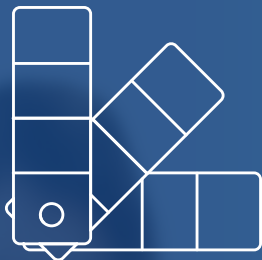- Number of responses
- Response rate

How to Measure Resolution

- CSAT/NPS Surveys
- Macros – Closed, Responded
- Macros – Closed, No Response Required
- Macros – Closed, Irrelevant
- Cases Opened vs. Cases Closed
- Initial Response Time and Time to Resolution

How to Measure Amplification

- Shares
- Likes
- Retweets
- Comments
- Blogged About
- Videos Created About
- Media/News Chatter

How to Measure Brand Protection

How to measure in real time…

- The moment a potential reputation risk or threat of harm is posted, it should be flagged for urgent reaction. This not only helps prevent harm to the company and to their employees, but prepares the brand for how to respond to the publicity around any incident, before it goes viral.

- We measure:
  - Time to Identification
  - Time to Resolution (when applicable)
  - Sentiment Shift away from Negative
  - Reduction of Topic Volume

About HGS

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients.

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