

Creating Brand Advocates through Social Media CX

Managing CX in the open presents the ultimate double-edged sword.

25%

25%: likelihood a complaint resolved via social channels will produce a brand advocate

50%

50%: likelihood a complaint left unresolved via social channels will produce a brand detractor

11:00

11: minutes customers expect to wait for a response after posting a support request to social channels



New technology, new expectations

The support experience, historically a one-to-one exchange, has taken on a new dimension as some customers leverage the visibility of social media in search of rapid issue resolution. This represents both a threat and an opportunity, as speedy responsiveness and transparently positive outcomes influence more than a single person at a time, while slow responses and dissatisfied users also have disproportionate influence.

Indeed, poorly handled social engagements are much more likely to go viral and produce nightmarish PR scenarios than positive outcomes are to generate the opposite.

Because social media support is generally limited to brands in highly competitive service sectors greatly dependent upon maintaining high levels of good will, there's no margin for error.

Social CX must be handled expertly and quickly, all hours of the day.

Case Study: Gapless social media support for an international airline

CLIENT

Transatlantic commercial air carrier known for its deeply devoted customer base.

CHALLENGE

The client sought to complement their in-house 12x7 European daytime social CX with an outsourced provider able to extend equally high-quality support during Europe's evening hours.

ALIGNMENT

Everise has a long history as the client's 24x7 outsourced provider for every other support channel, equipping us with an unmatched understanding of their brand and their customers' needs and expectations.

STRATEGY

Everise identified the highest quality phone and chat agents on the account and provided them with social media support training, primary emphasis being on Facebook and Twitter.

RESULT

Within weeks of launching the social support program, Everise agents achieved an unheard-of average rate of issue resolution of just under ten minutes (that's ten minutes from the initial post to closing the case).

Additionally, CSAT scores showed slightly higher levels of satisfaction following support by Everise agents than cases handled by the client's in-house agents.

Everise provides brand-affirming, outsourced social media support that consistently builds loyalty and publicly projects your commitment to customer satisfaction.

Efficient, around-the-clock social media support is a requirement for any effective omni-channel approach. We create strategies that leverage the benefits of this complex new technology in your brand's favor.

**CONTACT US
TO LEARN MORE**

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