

Creating Brand Advocates through Social Media CX

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



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



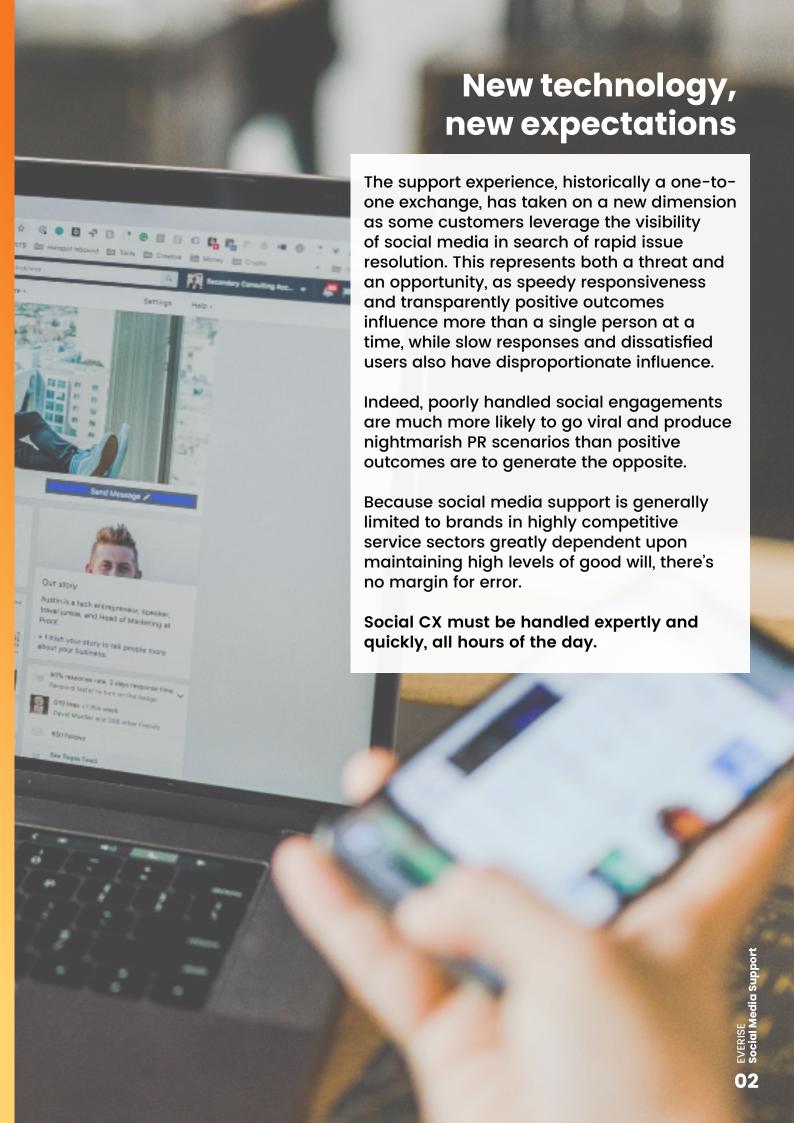
50%: likelihood a complaint left unresolved via social channels will produce a brand detractor



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



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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 inhouse agents.

Everise provides brand-affrming, 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.



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