



customer service guide



Using social media as a customer service tool

WHY?

Customers expect social service

- 67% of customers have used live chat, social media or texting to contact customer service.
- 20.8% of U.S. Internet users say social media is the best channel for customer service.
- More than 150 million people message businesses through Instagram Direct every month.
- 61% of daily messaging app user in the U.S. have messaged a business in the last three months.

Social customer support increases customer confidence and loyalty

- 69% of U.S. residents said that directly messaging a company makes them feel more confident about the brand.
- Customers who receive a brand response to their tweets are willing to spend three to 30% more on a future purchase from that business.

Social media customer service protects your brand reputation

- Nearly half of consumers will discuss a bad customer service experience with friends. 24% will do so on social media.

WHEN & HOW?

When to respond

- Positive comments: It is important to respond so that we begin cultivating a brand known for something positive and inspirational.
- Negative comments: If the customer's message is something that you can help with, keep reading. But if you suspect someone is trying to troll you on social media with overly inflammatory remarks about pop culture, politics, or things otherwise unrelated to your product, service, or brand, we recommend you steer clear.
- Questions: People asking questions of your brand on social media may or may not be your customers (yet). Answering all questions on social channels shows that you have responsive customer service. This proves to potential & current customers that you care about your clients' needs.

Hootsuite for customer service

- Assignments: The assignments manager facilitates fast and efficient replies to your organization's inbound messages. Assignments appear in the tool's consolidated view for your team to collaborate on. The assignments manager ensures that every message gets attention from the right person.
- Social listening: Monitor mentions of your brand, competitors, product, and any keywords relevant to your business. Next, you analyze that information and look for ways to put what you learn into action. Taking action might mean something as simple as responding to a happy customer or something as huge as shifting your overall brand positioning.

BEST PRACTICES

- Responding within the hour is expected. However, that doesn't mean you need to be available 24/7.
 - Set up an [automatic away message](#) so that when someone does reach you at times that you are unavailable they will know why.
 - On accounts that allow you to list business hours, please list them for the hours you are available to respond.
- Your responses should always match the brand voice, do not reply in first person (unless you are responding from a personal account).
- Be positive: Keep things light when you respond on social media.
- Be transparent: Some customer complaints on social media will be easy fixes, and some won't be. You don't have to solve every single question a customer has with your initial response, but you do need to be transparent with them about the timeline it will take until they get a fix.
- Know when to "take it offline" : Some customer interactions can be solved with a quick back-and-forth, but sometimes, you'll want to take the conversation offline to more effectively solve a customer problem. Invite customers to send you a direct message or email if they need to share their personal information or if the conversation is getting tense.
- If you are not sure if a comment/message warrants a response but falls into the positive/negative or question area, we would be happy to help you come up with the right response. Please email us at onepurposemarketing@gmail.com

EXAMPLES

cheyenne @cheetahhchey · May 12, 2019

Also just bought a brand new tv three hours ago from Best Buy that doesn't work. twitter.com/cheetahhchey/s...

cheyenne @cheetahhchey
So I just bought two new bras from vs the other day and the wire is already stabbing me

Best Buy Support ✓
@BestBuySupport

Hey there! We see that you may be experiencing issues with your recently purchased TV. We'd hate for you to be stuck with a product that doesn't work properly, so let us know if you have any questions regarding our Return & Exchange Policy or manufacturer warranties. ^Allison

♡ 9:56 AM - May 13, 2019

[See Best Buy Support's other Tweets](#)

Martin Resists @81martin63 · Dec 28, 2018

Replying to @JNJNews
I used to powder my two boys with this; I hope it was safe 🙄

Johnson & Johnson ✓
@JNJNews

Hello there. We understand your concerns about the headlines you've been seeing, and we want to put your mind at ease – our talc is safe. We are committed to the highest safety and quality standards in every Johnson's product. Please visit factsabouttalc.com to learn more.



Safety
factsabouttalc.com

♡ 1:00 PM - Dec 29, 2018

[See Johnson & Johnson's other Tweets](#)

K.M. Sutton @Ankhoryou · 3h

I have been on hold for over an hour and @JetBlue website is not working so I can't change my flight. I love them, they are the only airline I fly, and usually they are great, but this is unacceptable. #flyingnightmare

💬 1 🔄 ♡ ✉

JetBlue Airways ✓ @JetBlue · 3h

Oh no! Are you changing your flight due to a cancellation?

[Send a private message](#)

💬 1 🔄 ♡ ✉

K.M. Sutton @Ankhoryou · 36m

Yes I am and while I understand I am surprised at how chaotic this process has been. Usually you guys are really good.

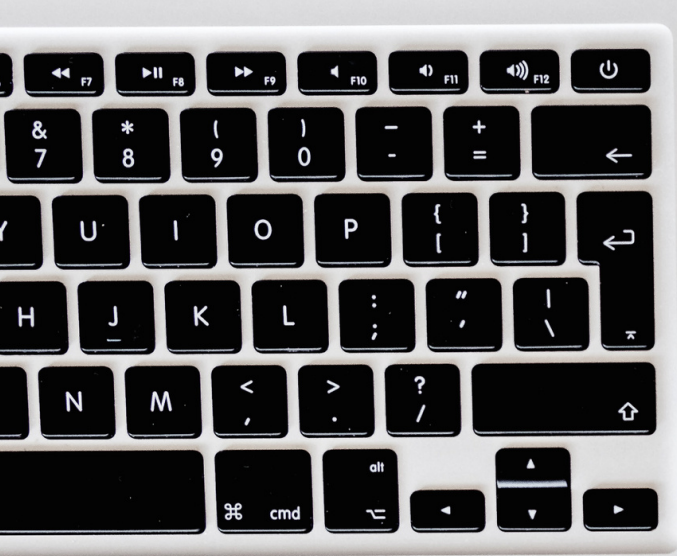
💬 1 🔄 ♡ ✉

JetBlue Airways ✓
@JetBlue

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Replying to @Ankhoryou

We'd love to help you make the changes. Please send us your six-letter confirmation code in a DM and what flights you'd like to change to.



When it comes to sales and marketing for your business, we are here to answer all of your questions!

PERSONALIZED SERVICE

We understand that each business is unique. We offer personalized service plans that focus on getting the most out of your budget. Our services range from full brand consulting to one-on-one leadership coaching, this means we can help your business grow from the ground up.

FREE SALES & MARKETING CONSULTATION

Let us sit down with you and get to know more about your business. Do you have questions about your current plan? Do you just need a helping hand with an upcoming project? Maybe you don't even know where to start? With a consultation, we can get you on the right track!



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