

A RECIPE FOR...

SUCCESSFUL CUSTOMER CARE ON SOCIAL



Getting your social customer care strategy right isn't an exact science, like making the perfect puff pastry or even boiling an egg, but there are certain ingredients we know are required to whip up something that doesn't leave people with a bad taste in their mouths. Read on for our signature recipe that works well on its own for beginners, but can be tweaked, added to or reworked by those of you who can handle the heat!

INGREDIENTS

- 1 empowered team
- 2 heaped tbsp of personality
- 3 cups of patience
- 1 platform to manage your digital conversations
- 1 handful of response snippets
- A few social monitoring streams
- 1 pre-approved content library

- A couple of key metrics
- A pinch of humour (optional)

Please note: quantities mentioned are not exact and will vary across organisations, industries and countries!

INSTRUCTIONS

STEP 1 - PREPARE YOUR TEAM

Ensure team members are empowered to provide the best customer care possible by equipping them with the skills, knowledge, processes, tools and budget they need, so there's nothing standing in their way when handling a case. And remember, your frontline customer service team can often be the first (if not the only) human interaction customers have with your organisation, so ensuring your teams' personalities reflect your brand is essential - it really can make or break the customer care experience!

STEP 2 - SET UP YOUR TOOLS

Now, we're not saying it's wrong to handle your customer interactions on each digital channel natively - we all have to start somewhere! But having to constantly switch between tabs, monitor multiple inboxes and respond swiftly across channels isn't just a nuisance, it's inefficient and leaves a huge margin for error. So, once you've prepared your team, you'll want to select one platform to manage your digital conversations so you can get the right message to the right person at the right time. Throw in a handful of quick response snippets, a few social listening streams and a pre-approved content library to the mix and you'll be cooking on gas in no time!

STEP 3 - MONITOR YOUR METRICS

So you've got the perfect mix of tools and team, but how can you be sure they rise to the challenge of delivering exceptional customer care? Keeping an eye on a few key stats will help you stay on track - after all, the numbers don't lie! Whether it's average response times, sentiment of customer messages or average handling times, those North star metrics really do start to paint a picture of how well you're tending to your customers, enabling you to identify where you may need to make changes to your processes, upskill your team or better utilise your tools.

STEP 4 - DON'T REST ON YOUR LAURELS

If there's one department in an organisation that can't rest on their laurels, it's the customer service team. Sure, things may be running without hiccups, but with customer expectations constantly changing and increasing, the need to test, learn and improve is ever present. Ensure you're not just monitoring your performance analytics, but also taking the time to regularly dig further into the data - perhaps using a business intelligence tool such as Microsoft's Power BI - to really understand what is driving (or hindering) your success, so you can take action and raise the bar.

STEP 5 - THE ICING ON THE CAKE

Once your social customer care strategy is well baked and the different layers have been assembled, it's time for the icing on the cake! This is where you can start to really showcase your brand personality, perhaps with a pinch of humour, a dusting of gifs or a sprinkle of witty comebacks, much like brands such as Aldi, KFC and Innocent Drinks. Though we've all grown to love those organisations for their unique style of customer engagement, such zesty responses won't be for everyone, so be sure your tone of voice on social matches your communication style elsewhere. But if there was ever a channel to test out something new, it's on social where you'll get real-time feedback from real people all over the world. And who knows, replying with a cheeky meme after effectively resolving a customer case may well be the cherry on top!