



Your guide to delivering Proactive
Customer Service on Twitter

What Is Proactive Social Customer Service?

Today, most businesses understand that social media can't just be ignored or idly watched. It's important to speak back and have real conversations with your customers. But there's a greater opportunity to create positive experiences and prevent issues from escalating.

Proactive social customer service is reaching out to customers at their point of need, before they come to you.



We researched consumers' behavior on social media, and their attachment to the '@' is far from close. Only 3% of tweets referencing America's largest retailers carry the @ symbol

Our recent study "Look Beyond the 3%: A Day In The Life Of Brands on Twitter" looked into four large retail brands over a 24 hour period and found that 37% of all tweets directed at brands were customer service related with 3% expressing dissatisfaction. With the growth of Twitter conversations growing every day, this 3% becomes a very significant volume.

This guide will take you through the full benefits of integrating proactive customer service into your social media strategy.

Why Do You Need It?

Increase Your Customers' Worth

Proactive Social Customer Service presents the opportunity to meet and exceed consumer expectations, deepen customer relationships and ultimately boost the value of your customers - through their business and their advocacy.

Acquire new customers – find opportune moments to reach out to prospective customers, encouraging them to switch to your brand.

Retain existing customers – proactively reaching out to your customer even when they haven't directly mentioned you can deepen those relationships. As social customer service becomes more serious, with more of your customers turning towards social media for customer service (research from last year shows 47% of social users have used social care), you have to move a step ahead to break their expectations of good service.

Retain competitive advantage – jumping into conversations referencing a competitor is a fine art, but can be done successfully. Many brands use lighthearted engagement to demonstrate they are the company listening and there to help, rather than going for the direct sale.

Create future sales – letting your customers and potential customers know about what you have coming up and offering helpful advice when consumers are discussing purchasing decisions can help sway those choices in your favor.

Create Advocates – listening and reaching out offers the chance for you to not only turn around unhappy customers, but turn them into advocates. A happy customer will tell 4 – 6 people about their experience.

Protect against escalation - looking to address dissatisfaction and negativity surrounding your brand at the earliest warning is the best way to protect yourself against social crises. Altimeter found that the number one cause of crises online was exposure of poor experiences.

Why Do You Need It?

Develop Actionable Insight

Going beyond monitoring to taking action on social conversations will give you a level of honest, unvarnished feedback about your business, products and services that you may not have gotten through traditional means of customer service or market research.

Many businesses use social conversations as an early warning indicator for new business problems.

Get to the heart of customers problems - What might seem like generic grumbles could quickly unearth some of your biggest business problems if explored. Twitter is a short-form channel, where consumers vent to their peers just as much to the companies they buy from. Monitoring alone only skims the surface of the insight available to you. Offering assistance opens a dialogue with customers that can provide unparalleled insight.

Protect your brand against unaddressed negativity - Looking out for and identifying problems at their earliest stage is the best way to ensure that you're on top of potential developing crises. Developing the right response before issues escalate through outreach to individuals is the best way to evade damaging criticism online.

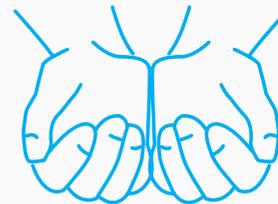
Where Are You With Social Customer Service?

Social Customer Service has only become a commonplace term in leading businesses in the past couple of years. But already the industry is shifting – and looking to those front line engagers to get proactive, not just reactive.

While some organizations are still developing their early social customer service teams, others are building up representatives to start reaching out as brand ambassadors.



inactive



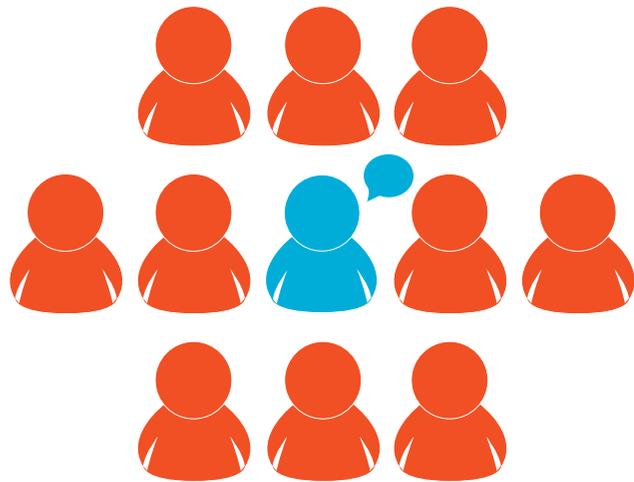
reactive



proactive

What To Look For

Get razor sharp results and take action by creating proactive searches across various aspects of your business. Here are some examples of different conversations your social customer service team should be looking to engage with.



Brand – Identify those discussing your brand to gauge the public mood, and reach out to be a part of that dialogue.

Product – Find out what your customers are saying about specific products, feed them the information they need or ask them for elaboration, and gain insight for future product developments.

Service – Find out what your customers really think about your service. Take the opportunity to compensate for their dissatisfaction, and learn where there's room for improvement.

Industry – Be on top of all events and issues that affect your industry. Being the first to step in and comment can give you a major competitive advantage.

Competitors – Find out what consumers are saying about you and your competitors, and consider whether there might be an opportunity to jump in and engage.

Conversational Dynamics – Find and assist consumers without them even referencing your brand or products. These customers may be part of a wider conversation, and may be asking for recommendations.

Self – In a transparent social world, what's being said about your key executives is core to brand reputation. It's important to be on top of these conversations so that you can prepare the right response to a developing issue.

How Go Daddy does it

Go Daddy's advanced proactive customer service strategy is all about making sure that customers talking about the web services provider are touched and given a positive experience of the brand, no matter how unhappy they may be. This involves setting up complex queries and workgroups to target different customer issues most effectively.

Channels				
All Channels	5004	5000	10/21	
#BrandChat	0	0	0/0	
@GoDaddy_es	0	0	0/0	
@WildWestDomains	0	0	0/0	
Executives	0	1	0/0	
Wild West Domains	0	0	0/0	
SuperBowl #hashes	0	5000+	0/0	
GoDaddy.com	0	6	1/5	
@GoDaddy	0	10	4/10	
SSL	0	0	0/0	
Problems	2	20	0/0	
Spanish	2	1	0/0	
Love	2	21	3/3	
GoDaddy Products	8	32	0/0	
General	24	259	2/3	
Non-GD questions	5000+	14	0/0	



Broken expectations yield strong reactions. And that applies to pleasant surprises, not just negative ones. We believe that reaching out and offering help to customers who don't ask for it is the truest form of service and an effective way to create advocates online.

Alon Waisman, Social Media Operations Manager, Go Daddy

Proactive Customer Service with Conversocial

Conversocial's Proactive Customer Service tools provide advanced Twitter search capability that is focused on helping our customers deliver effective customer service.

Proactive Customer Service Channels allow you to integrate service-focused proactive outreach into your social media operation. Provide a better customer experience, insure your brand reputation, and gain deeper insights from the myriad of social data available.

Visibility of Every Issue

Conversocial provides access to the Twitter firehose, giving real-time access to consumer conversations. Our team will help you build proactive customer service channels that work for your business, using expertise on how to filter data based on keywords, location, language and more to direct the right member of your team to customers' issues.

Efficient Outreach

Expand the reach of your social customer service team with intelligent prioritization of real customer issues. Proactive work queues are managed with Conversocial's Priority Response Engine, so that agents don't waste any time trawling through vast social data for customers' most important conversations.

Customer Service KPIs

Make proactive outreach accountable with real customer service analytics and reporting. Demand volumes, customer sentiment, issue categorization and response rates can all be measured through Conversocial to glean an accurate picture of discussion around your brand and your team's ability to make a difference.

conversocial

Powering Social Customer Service

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