

8 Steps for Using Social Listening for Customer Service

More and more higher ed social media managers are implementing customer service processes—the key, they say, is to be proactive and collaborative. Donna Talarico spoke with some higher ed experts for the blog post [“Social Service—Shape Institutional Priorities by Meeting Customers Where they Are”](#) to create key tips and takeaways for using social listening to promote customer service.

1. Formalize a customer service/social media protocol (like a response matrix/flowchart).
2. Engage leaders of key departments to determine their top FAQs, and then gather those answers for reference for social “first responders.”
3. Create a reference guide for social media managers outlining answers to top questions and links to common resources.
4. At the beginning of new academic years, reach out to key areas (financial aid, business office, etc.) for changes in policies, processes, resources, and update “templated” answers to reflect changes.
5. Identify points of contact in other departments/offices to which you’d elevate social questions/concerns.
6. Use recurring questions and trends to inform internal changes, such as updates to web content, rethinking cumbersome processes, consolidating information and services, etc.
7. Keep a log, even if informal, of customer service inquiries and how they were handled, and if someone followed up, etc.
8. Revisit roles and responsibilities of social media managers (and overall communication teams) to see how departments can more effectively provide customer service; this may involve redefining positions, creating new positions, or exploring cost-effective tools help when adding to staff is not possible.

Meet Your Customers Where They Are

- Be prepared and prepare others to be part of the process so responding to customer service issues and questions becomes a standard part of your social listening strategy.
- Listen where your customers are talking. Even if it's time-consuming, a manual process to monitor some of the private channels is better than leaving negative comments in plain view.
- Know what your customers are likely to talk about so you're prepared to offer quick, helpful service. Enlist collaborators in related areas, like admissions and financial aid, to answer questions as needed.
- Be aware of potential issues ahead of time so you have a response plan ready.

Learn more about social listening and [customer service on our website](#). If you're interested in learning more about our services, contact us at info@campussonar.com.

