

Agenda:

Intro: Customer Service - A Story

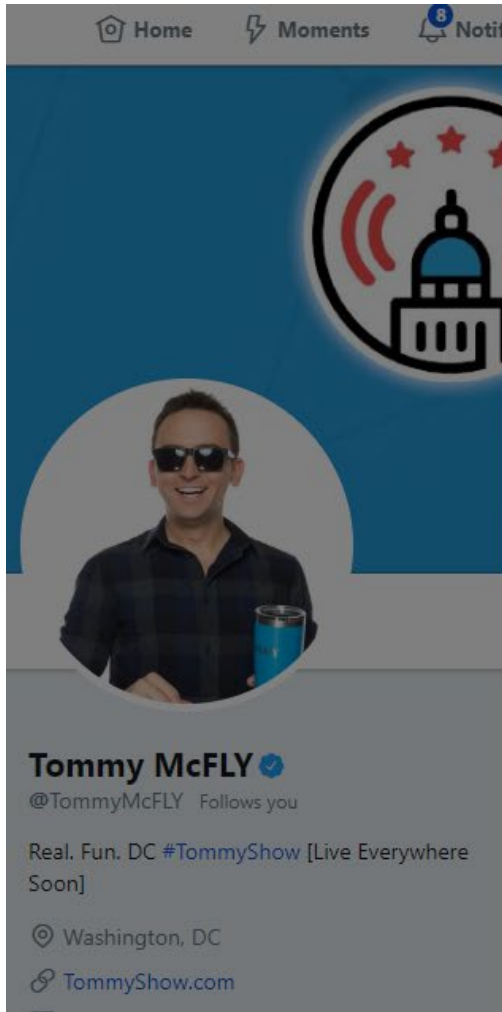
Customer Service:

- 6 Step Process

Q&A: Or just follow me on Twitter! @trevorFmartin

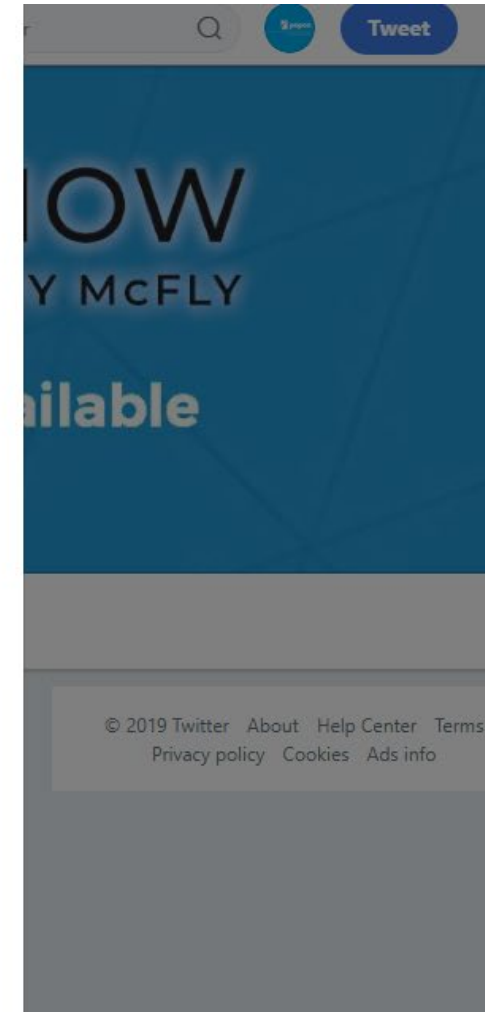
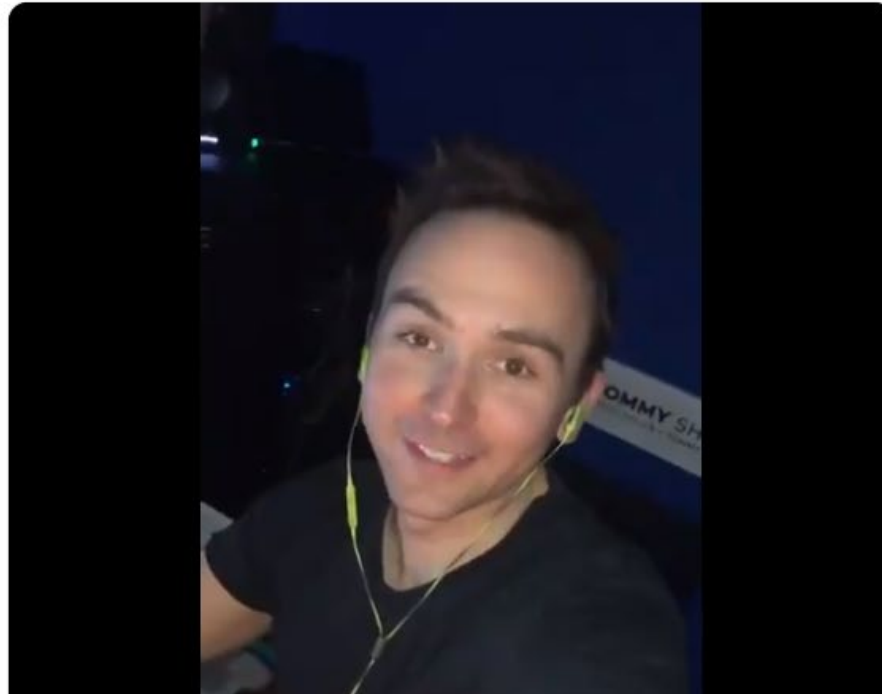


Customer Service: A Story...Meet Tommy McFLY



Tommy McFLY 
@TommyMcFLY Following

And then it all went dark... power outage in the whole neighborhood. We'll be back up ASAP cc: @PepcoConnect Thanks for being with us #TommyShow Family

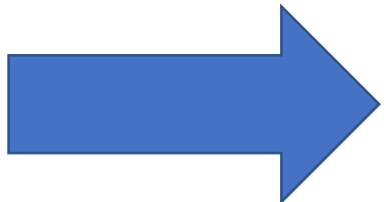


[Watch: https://twitter.com/TommyMcFLY/status/1100040616321470464](https://twitter.com/TommyMcFLY/status/1100040616321470464)

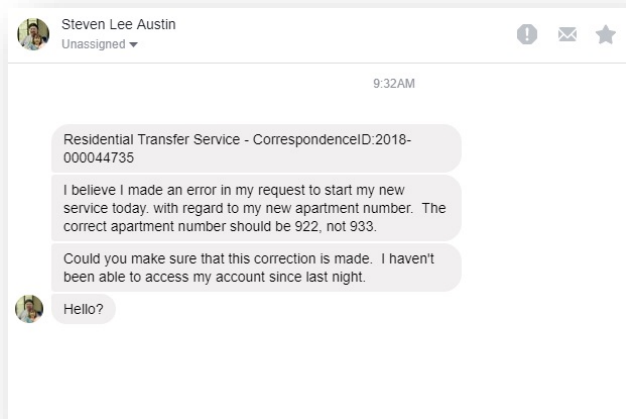
Customer Service: A Story...Meet Kelly Collis

The screenshot shows a Twitter interface with a tweet from Kelly Collis (@cityshopgirl) and a reply from Pepco (@PepcoConnect). The tweet from Kelly Collis, posted on Feb 25, 2019, at 9:30 AM, reads: "Hey @PepcoConnect do me a solid. We have lost power in my home and neighborhood. @TommyMcFLY and I would appreciate it so we can continue to broadcast. 🙏". It has 2 retweets and 48 likes. Below the tweet is a reply from Pepco (@PepcoConnect) dated Feb 25, which says: "We are sorry to hear about this Kelly! Could you DM us with your location so that we can better serve you?". The interface includes navigation tabs for Home, Moments, Notifications, and Messages, a search bar, and a 'Tweet' button.

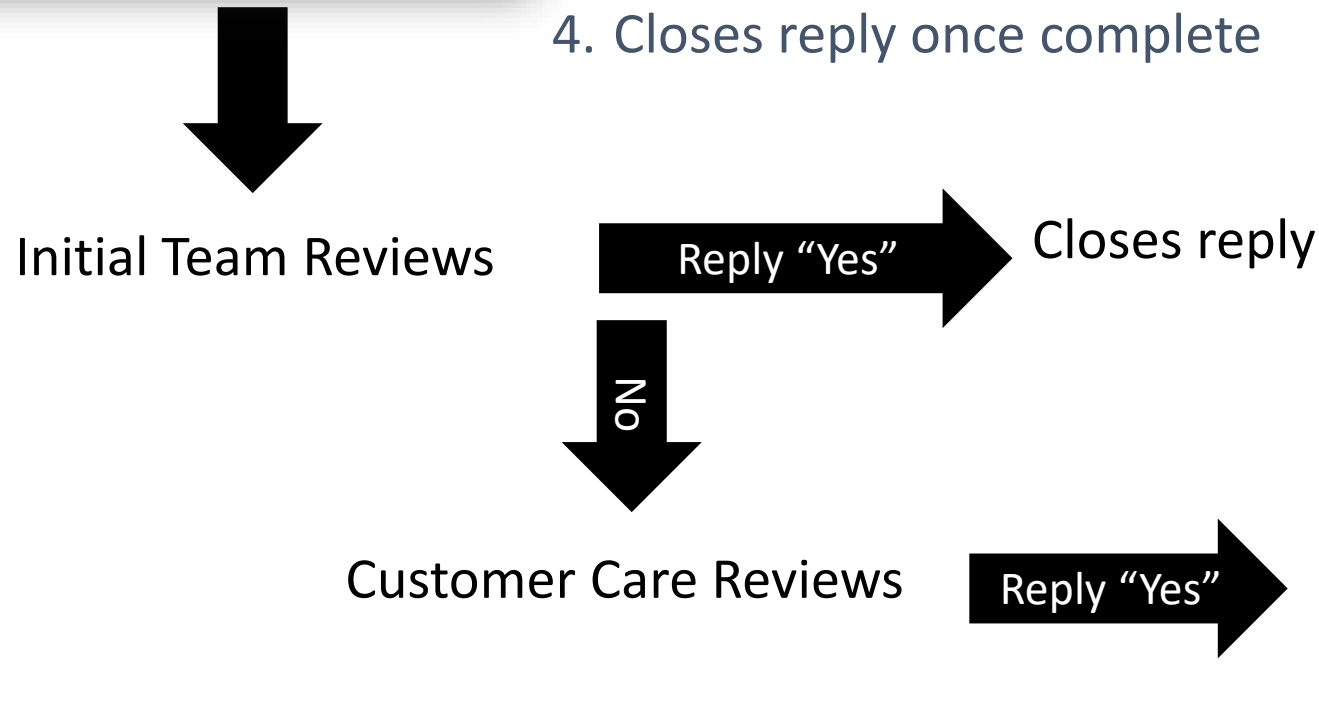
Nothing fancy but check out Pepco's reply!



Customer Service: A story...Customer Escalation/Review Process Simplified



1. Team reviews engagement in social channel queue
2. Replies based on approved boilerplate language OR escalates to customer service for additional guidance
3. Customer service replies to customer
4. Closes reply once complete



Customer Service: A Story...Hearts From Tommy



 **Tommy McFLY** ✓
@TommyMcFLY

Following

THANK YOU @PepcoConnect for getting us back up and online! Much Love 🙌🎤📱😊
ftur.io/7pCFTj #TommyShow @cityshopgirl



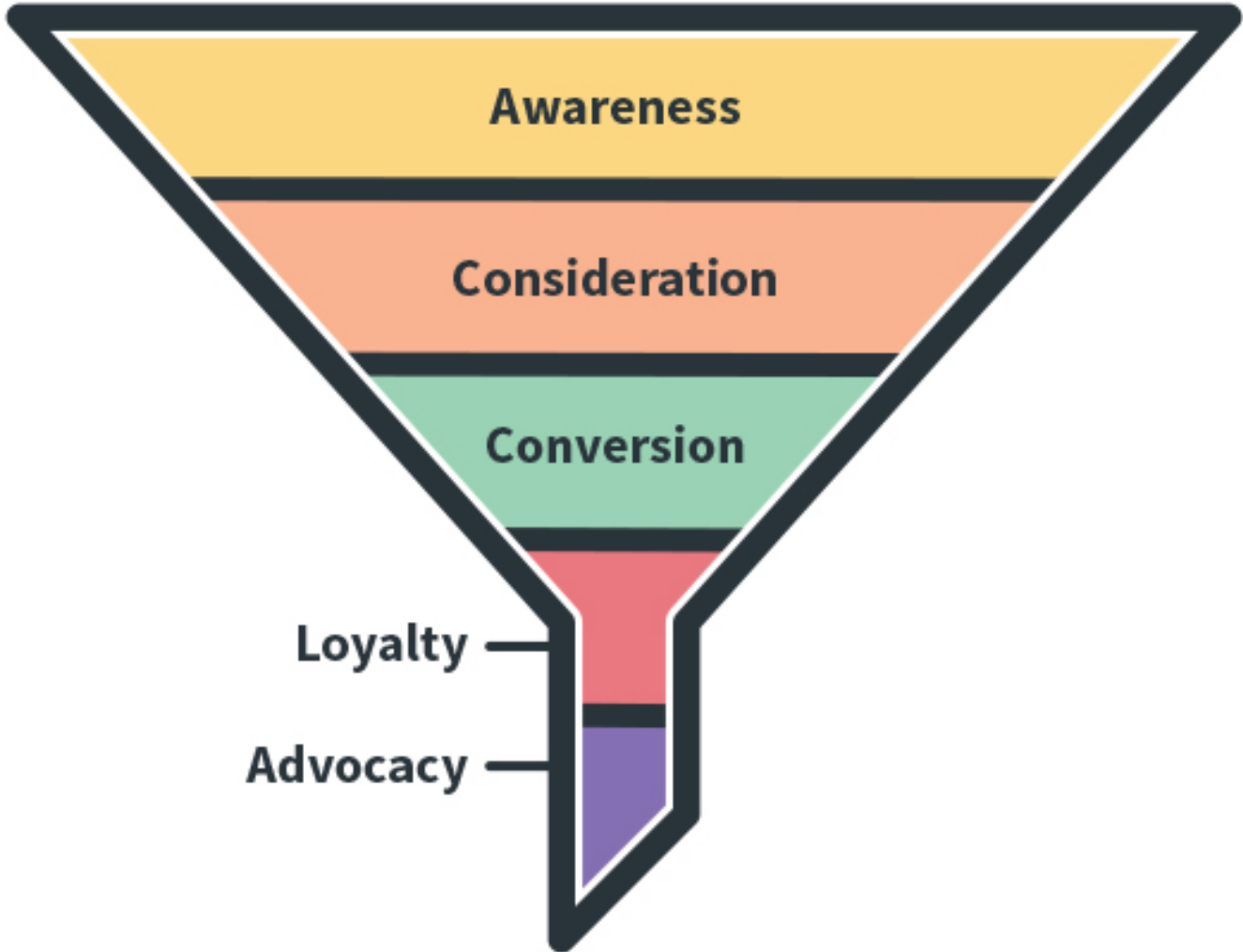
Customer Service: A Story...A Win



Step 1: What Are You Good At?

- Empathy
- Jokes
- Quick
- Creative

Step 2: Determine What They Want Depending On Where You Meet Them In The Funnel



Step 3: Social Media Objectives For Customer Service

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- Establish benchmarks

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- Streamline social media metrics and standardize social KPI reporting for social channels

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- Train staff to support your customers

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- Identify tools to help you understand your customers

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- Test new ideas and learn what our audience enjoys

Step Three Examples:

- Gather with key customer support/PR/Marketing teams once a month and to determine best work flow for social media support
- Train local account/division managers on how best to handle customer support questions in social before your busy season
- Use social tools to streamline and support your social media customer support efforts
 - Monitor sentiment for both critical and positive feedback at a macro level
- Establish response rates then meet and exceed them quarter after quarter.

Step 4: Classify Your Social Media Responses For Reporting

➤ **Customer Support**

- Tech issues
- Corporate communication questions

➤ **Product Support**

- Program availability
- Product issues
- Delivery status

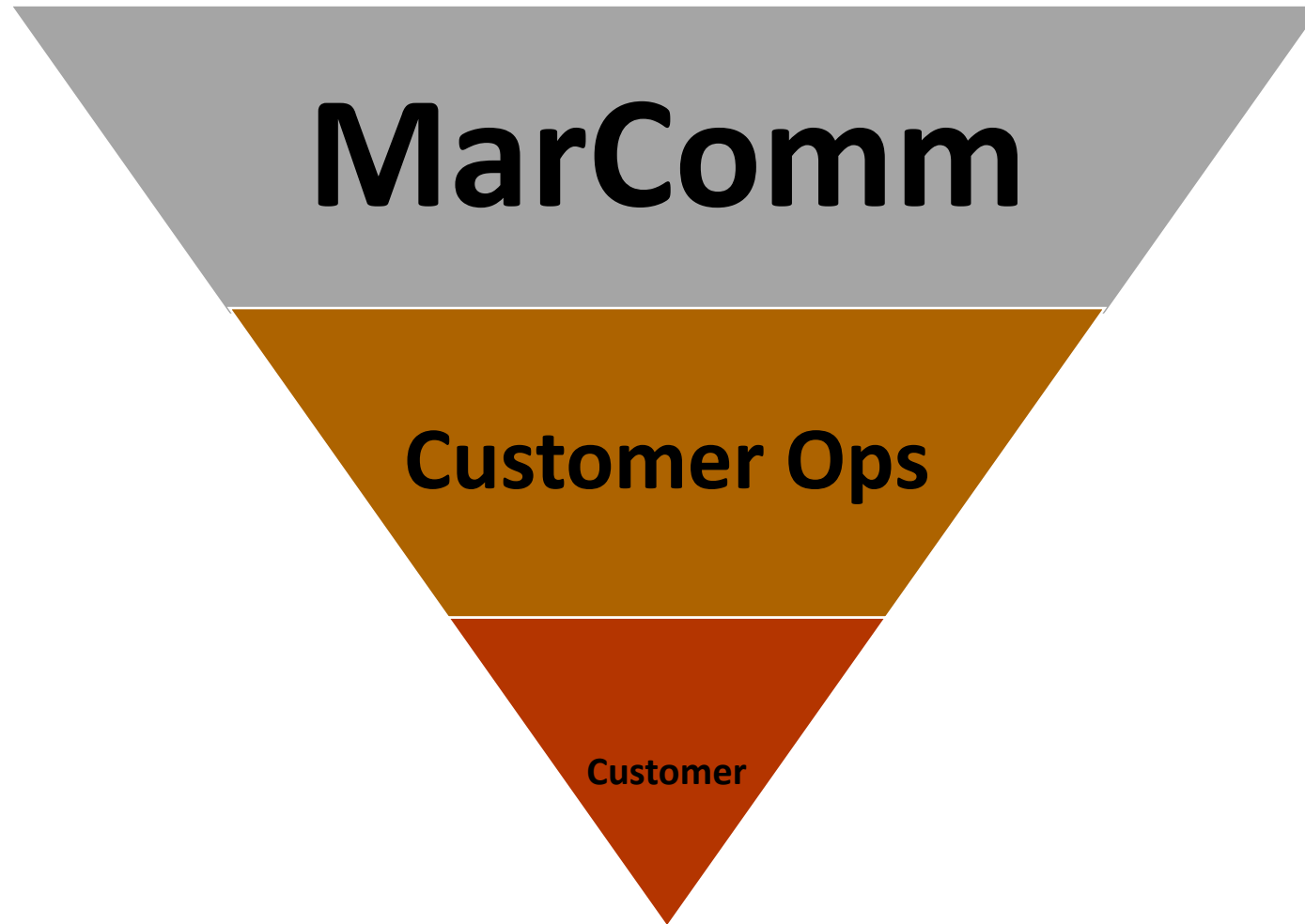
➤ **Customer Engagement**

- Praise
- Complaints

➤ **Miscellaneous**

- Job inquiry
- Scam

Step 5: Determine Customer Escalation Process



Customer Escalation/Review Process In Social Tool



1. Team reviews engagement in social channel queue
2. Classifies it
3. Replies based on approved boilerplate language OR escalates to customer service for additional guidance
4. Customer service replies to customer or assigns for additional follow up
5. Closes reply once complete

Initial Team Reviews

Reply "Yes"

Closes reply

No

Customer Care Reviews

Reply "Yes"



Step 6: Focus On Community Management Do's & Don'ts

- Be consistent. If you're going to provide customer service over social media, at minimum *every* direct support question should be answered.
- Don't delete (or hide) comments or posts. Except if there's a community policy violation.
- Don't engage with a customer whose intent is to simply argue and publicly defame your brand.
- Take convo private ASAP.
- Don't reply or respond to every customer in the event of mass issues or outages. When many customers are affected by a single issue, it's best to provide only public status updates that will reach everyone. Pin it to the top of your timeline.

Source: <https://www.zendesk.com/resources/customer-service-through-social-media/>

Questions?