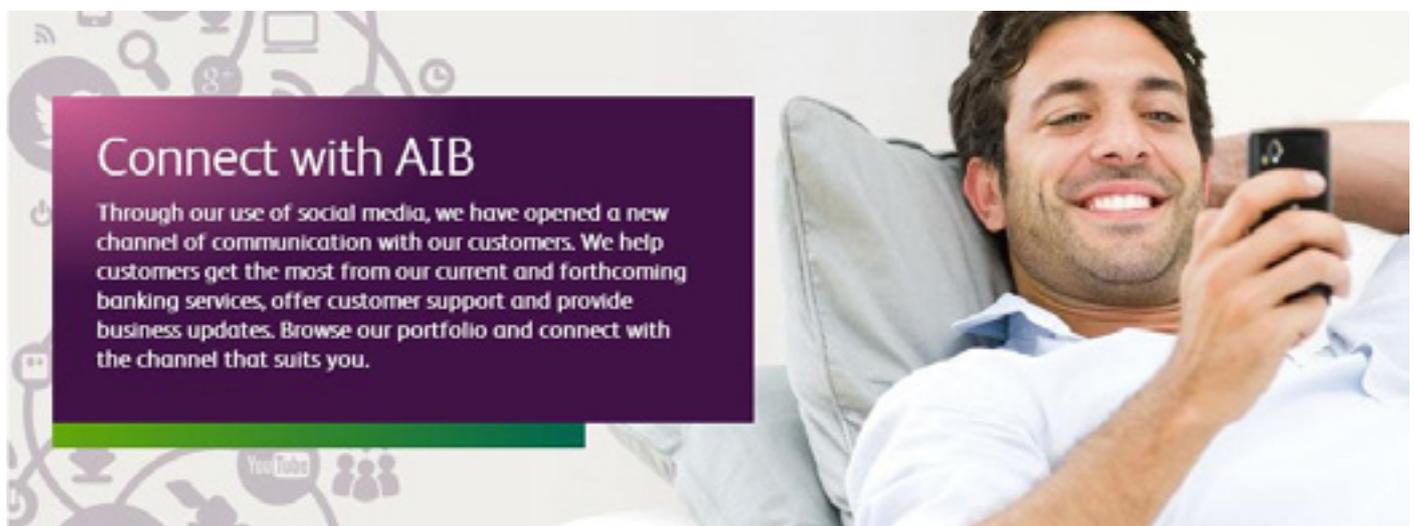


Social customer service is one of the fastest growing points of contact between financial institutions and their customers. According to Bain Consulting, by the year 2020, 95% of all retail banking transactions will be digital. AIB is preparing for the digital shift by streamlining and developing its social customer service offering.

## How AIB is preparing for the future

Allied Irish Bank (AIB) offers a full range of personal and corporate banking services. It has a social media team that defines the social strategy and looks after social channels. Alongside the social media team, AIB has a social customer support team that is responsible for direct inbound customer service queries. Conversocial is used to facilitate the whole process.



## Surpassing customer expectations

Regardless of channel, response time is a key driver of customer satisfaction, with first response time particularly important over social. Brands performing highly in social customer service respond to customer enquires within an hour. Conversocial's workflow enables teams of agents and managers to work together seamlessly within one interface. This allows brands to manage high volumes of messages quickly—while also ensuring process adherence, an essential criteria in the finance industry.

Using Conversocial's powerful analytics tools, it is possible to see the length of time it takes to respond to customer's posts. In the message to the right, AIB responds within five minutes.

By monitoring and reporting on volumes, types of inbound and outbound queries, and response times versus SLAs, AIB is able to understand potential trends and pain points with customers.



**Alan Cronin, Social Media Manager at AIB, said:**

*“Conversocial has enabled AIB to effectively measure the productivity of our social customer support team, meaning we are fully prepared to meet and surpass our customer’s expectations in terms of response time and quality of service.”*

Response Speed		
	Change	%Change
<30 business min: 57.0%	+7.3	+15%
<30 min: 57.2%	+7.3	+17%
<1 business hr: 78.8%	+9.8	+14%
<1 hr: 71.3%	+9.9	+16%