

Argos is the UK's leading digital retailer, offering more than 43,000 products through www.argos.co.uk, mobile channels, 734 stores and over the telephone. Argos serves around 130 million customers a year, offering convenience, choice and value.

How Argos is preparing for peak season volume on social media

In June 2014, Argos started using Conversocial to power its social customer service operation across platforms such as Facebook and Twitter. As a result, the company can now reach out proactively, optimize agent performance and ensure the team is efficiently resourced in preparation for peak trading periods.

Argos delivers a proactive customer service experience

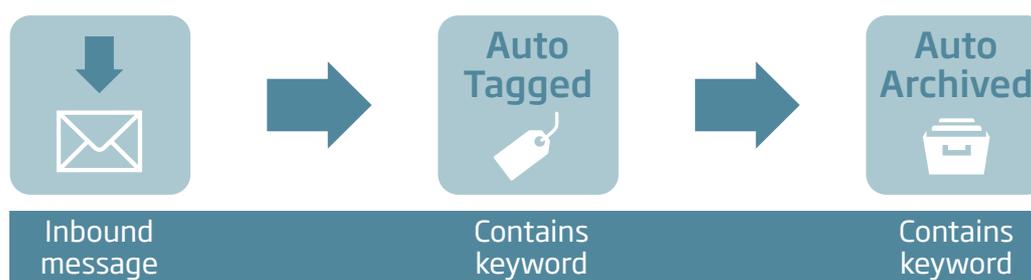
When a customer is angry, it is common for them to vent their frustration over Twitter without directly mentioning your brand - in this case, the dedicated @ArgosHelpers handle. Conversocial's proactive search function hunts down specific data from Twitter, meaning the customer service team is also able to reach out to customers before an issue is officially raised.

Luke Duffy, Social Media/Digital Project Coordinator at Argos says: *"Social Media isn't just about waiting for your customers to come to you anymore, as they have such a variety of options right at their fingertips. Being proactive shows your customers that you're making the extra effort to reach out to them and this can ultimately drive customer loyalty. The cold, hard fact is that people will shop elsewhere if you don't impress them with quality service and a willingness to help."*

Once the function was enabled, Argos saw such an increase in inbound content that needed an advisor's response that the Social Customer Service team was allocated more resources. Using Conversocial's analytical tool to gather data on things like AHT and the number of messages received per hour, the team was able to show evidence and secure budget for an increase in team size.

Conversocial helps teams increase operational efficiency

Argos' Social Customer Service Advisors have been able to reduce AHT and remove the tediousness of tagging and archiving each incoming message, by implementing Rules. Team leaders can now set the criteria for a message to automatically receive a specific tag and, if desired, be automatically archived with said tag.



Preparing for peak trading periods

As well as effectively resourcing to account for the extra volume from proactive searches, Argos is also recruiting to account for the expected increase in social customer contact over the holiday season.

Duffy says: *“Christmas is an exciting time for any retailer, especially when you feel the excitement from customers through your social media channels. Early preparation is vital to ensure that the team is raring to go and ready to deal with much higher traffic than usual. The most passionate advisors also start becoming more and more obvious as they’re the ones that work tirelessly to ensure that our customers receive all their gifts on time and ready for Christmas – it’s almost like we have a team of Santa’s elves!”*

Conversocial has allowed Argos to be better prepared than ever by accurately measuring its social customer service operation over time and helping the team feed this information back to the rest of the organisation. Recruiting early will allow their new advisors to be comfortable on the system by peak and the brand can be confident that the team will be able to deliver what the customer wants: A great service experience where, without jumping through hoops, customers are helped quickly by a knowledgeable agent who fixes their problem.

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Conversocial is a leading provider of cloud-based social customer service solutions. Our enterprise-class platform helps global brands revolutionize customer experience, enhance agent productivity and improve operational efficiency by managing the flow of customer service inquiries and discussions on social media channels such as Facebook, Twitter, Google+, Instagram and YouTube. Our clients are able to securely transform their call centers by creating a personal service culture that integrates proven customer service processes with new technology and channels. With analytics to provide accurate, actionable insights on customer trends over time and comprehensive APIs that seamlessly integrate into CRM and contact center technologies, we provide a single view of the customer that drives unmatched engagement and brand loyalty. The largest global firms including Google, Hertz and Barclaycard turn to Conversocial to mitigate operational and reputational risk, reduce costs and create the most inclusive customer service experience possible. For more information, visit www.conversocial.com.