Power Off: Crisis Management in the Age of the Customer

Serving the Social, Mobile Generation

Crisis Management

The First Stop for #SocialFirst Utilities

Utilities may not ooze the same Social appeal of travel or retail brands, but it's imperative that their Social Media Service strategy is positioned to impact their customers in those very real times of need. Without the right plan in place, utilities can lose the trust of their customers and create the kind of negative brand sentiment that is almost impossible to shake. By the same token, brands (like Con Edison) who are available and keeping their customers informed, are turning difficult situations into opportunities with their Social Media Crisis Management strategies.

The New Normal for Crisis Management

Social Media demands a new approach to crisis. Corporate silence or blanket PR statements fail to satisfy expectations for social, mobile customers. In the age of Social, negative conversations about your brand don't have to mean disaster. What really matters is how you deal with these negative conversations. With the right preparation, your company can ride out any social media storm and come out as #SocialFirst champions.

Just as one-way social marketing has become antiquated, so too are traditional response plans when it comes to social media engagement.

Merely issuing a statement might have little or no effect. Ignoring or, even worse, deleting posts will most likely make a crisis worse.

Crisis Escalation Plan

Whether you are dealing with sensitive, detailed customer issues that require escalation to another team member or a mass notification of a service outage, it's important to have clear processes in place so that your agents can easily handle incoming messages without confusion or delay.

An effective escalation map should include:

Clear guidelines explaining which messages agents can respond to

A comprehensive breakdown of the types of messages frontline agents can't immediately respond to, and the team responsible for each type

A quick method of escalating messages, along with the full case history and context, to the relevant team

Share This   2

> *"Users sent more than 20 million Sandy-related tweets, despite the loss of cell phone service during the peak of the storm."*

The Federal Emergency Management Agency (FEMA),
2013 National Preparedness Report

Follow our Escalation Guide

www.conversocial.com | @conversocial
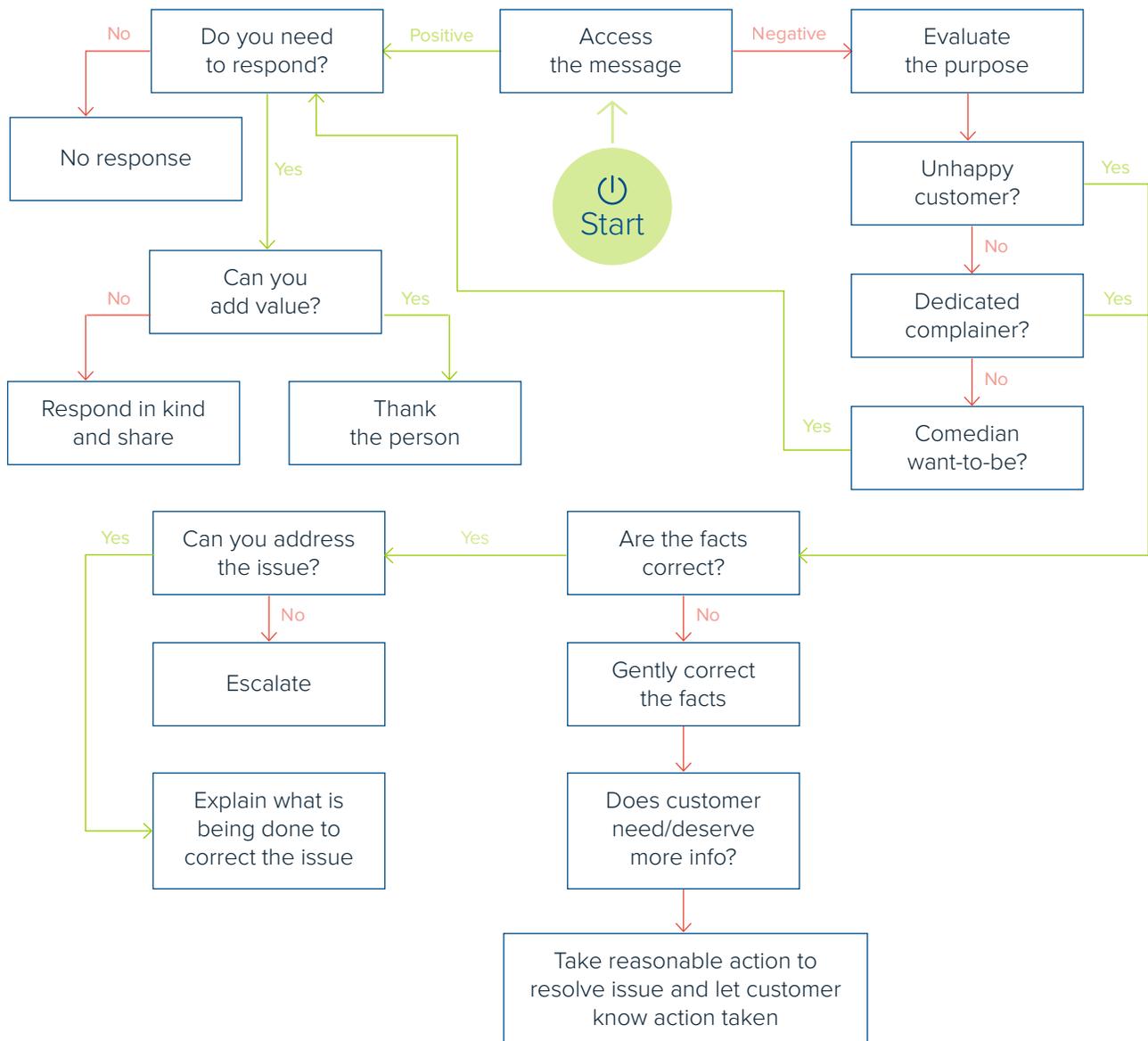
Escalate the Smart Way

Brands that are smart about crisis management have an organized process in place and have practiced dealing with emergencies within their organization. Inter-department communication is on point and there is clear ownership. Be smarter in a crisis.

Share with your team real-life examples of messages that do and don't need a response

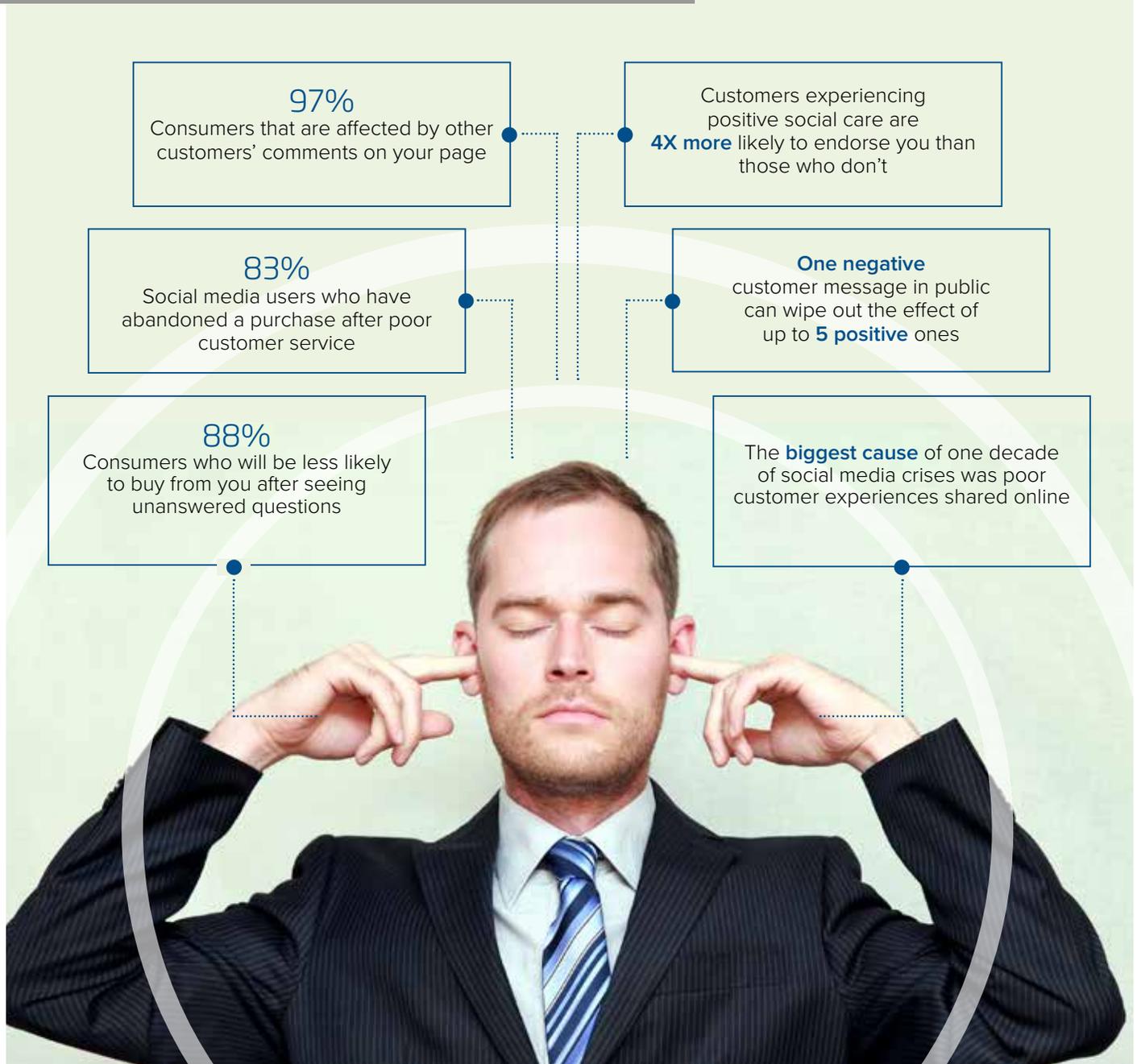Make the first level of escalation the agent's team leader

Track the ongoing performance of your agents

Connect your team to PR, and experts in other areas of the business

Transform your escalation map into a 'living document'

For extremely sensitive issues, your front line agents should be equipped with a continually updated list of topics that will need PR approval when formulating a response.

The Consequences Of Ignoring Social Customer Service

97%
Consumers that are affected by other customers' comments on your page

Customers experiencing positive social care are **4X more** likely to endorse you than those who don't

83%
Social media users who have abandoned a purchase after poor customer service

One negative customer message in public can wipe out the effect of up to **5 positive** ones

88%
Consumers who will be less likely to buy from you after seeing unanswered questions

The **biggest cause** of one decade of social media crises was poor customer experiences shared online

Conversocial Customer Closeup:

Helping NYC Navigate Storm Jonas and the Case of the Exploding Sewer Covers

In January of 2016, New York City was brought to a standstill as Storm Jonas dumped an ungodly 30.5 inches of snow over the five boroughs. Like most cases where Mother Nature unleashes her fury, utilities are often put in crisis mode to prepare for the unexpected to keep their customers informed, safe and taken care of. Con Edison is NYC's preferred #SocialFirst electricity provider and they did everything they could to prepare for the incoming snowpocalypse.

#Results

During this period, compared to the time of equal value before the storm, Con Edison experienced:

- An increase inbound conversation volume of 172%, and 120% of outgoing responses.

- Average Handling Time approx. 8 minutes (a 42% decrease from before the storm).

- First Response Time was 17 minutes (a decrease of 77% from the period before). A team spread out between three different locations coordinated and collaborated to provide speedy service in one of the most densely populated cities in the US.

- During the height of the storm, power outage was the most common Customer Service Issue that their online team received. Sentiment tracking revealed that out of the power outage conversations that started negative, Con Edison was able to convert 50% into positive.
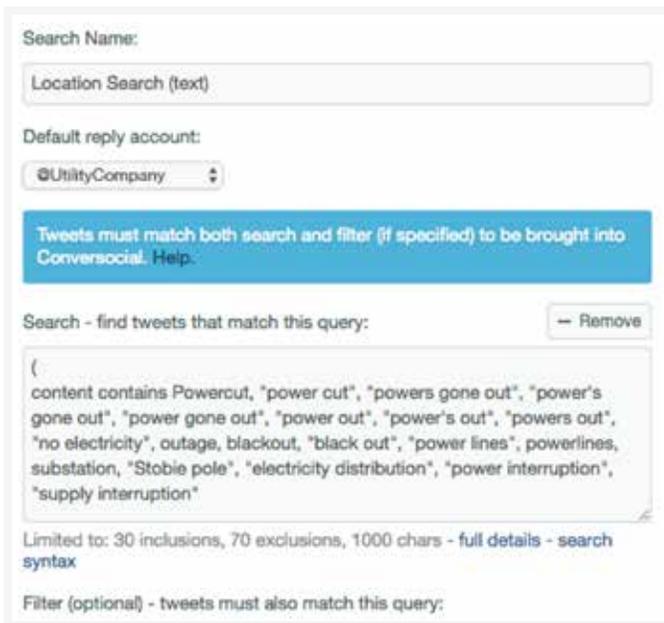
* Metrics timeframe: Thurs 1/21 - Mon 1/26

Product Features for Utilities

Monitor

Proactive Search - Discover relevant conversations from your customers and engage in important social conversations.

Priority Keyword List - Prioritize incoming social messages based on crisis-based keywords for fast responses.

Search Name:

Location Search (text)

Default reply account:

@UtilityCompany

Tweets must match both search and filter (if specified) to be brought into Conversocial. Help.

Search - find tweets that match this query: — Remove

(
content contains Powercut, "power cut", "powers gone out", "power's gone out", "power gone out", "power out", "power's out", "powers out", "no electricity", outage, blackout, "black out", "power lines", powerlines, substation, "Stobie pole", "electricity distribution", "power interruption", "supply interruption"

Limited to: 30 inclusions, 70 exclusions, 1000 chars - full details - search syntax

Filter (optional) - tweets must also match this query:

Strategize

Teams - Organize teams for expert relegation for specific issues

Approvals - Control your brand's voice with permissions and approval processes for new hires or interns

Assignments - Dispatch incoming conversations to the right team or specialists

Clippings - Answer high volume, repetitive questions with common URLs
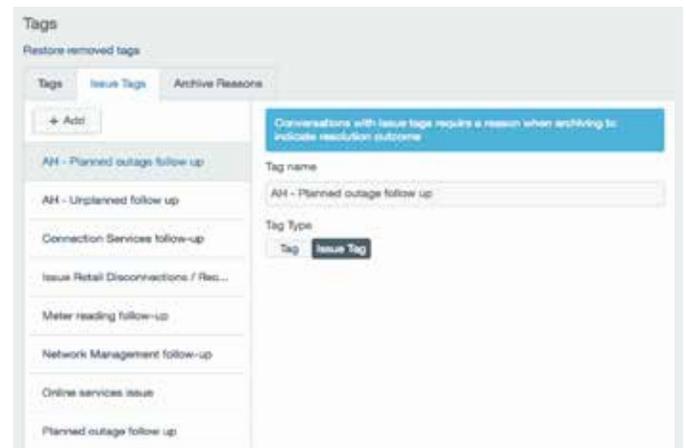
Thread, Tag, Sentiment, Respond & Repeat

Inbox - Each incoming message from a customer needs to be viewed in a unified way so that when they reach back out you can see past interactions

Tagging - Classify and tag each conversation/issue

Sentiment Conversion - Mark sentiment of customer when reaching out

First Response Time - Quickly respond with a human tone and no canned responses

Play Mode/Collision Detection - Prevent overlap between agents when responding to customers.

Tags

Restore removed tags

| Tags | Issue Tags | Archive Reasons |

+ Add

AH - Planned outage follow up

AH - Unplanned follow up

Connection Services follow-up

Issue Retail Disconnections / Rec...

Meter reading follow-up

Network Management follow-up

Online services issue

Planned outage follow up

Conversations with issue tags require a reason when archiving to indicate resolution outcome

Tag name

AH - Planned outage follow up

Tag Type

Tag Issue Tag

"42% of people will tell their friends about a good customer experience on social, while 53% will talk about a bad one."

American Express,
Global Customer Service Barometer

Analyze Metrics

Analytics - Review average messages per conversation for customer resolution.

Volume Measurement - Review message volume per channel for smarter social service strategies.

Agent Performance - Evaluate agent performance based on standard service metrics.

Let us walk you through our solution and how new features such as Facebook Messenger, Twitter CSAT and SMS can help make your brand the trusted #SocialFirst company that your customers deserve.

Talk to one of our reps to learn how Conversocial can help you provide a Socially Mature experience for your customers on Social.

LET'S TALK