

Customer success story:

How Tesco proactively engages customers on social media

conversocial

Serving the Social Customer™



Tesco Plc has grown to be one of the world's largest and most profitable retailers, serving millions of customers a week in its stores and online. In the UK alone, it has over 3,300 stores.

The Tesco UK Social Media Team was established in March 2010 and is situated in the Cardiff Customer Service Centre, utilising Conversocial to efficiently manage all social contact. The team currently consists of 46 Customer Service Managers (CSMs), 4 Team Managers and 1 Operations Manager. All UK & Republic of Ireland customer service contact across Twitter, Facebook, Google+ and Instagram is attended to within a one hour service level.

“Customer behaviour is changing. Their expectations of retailers continue to rise and they want to be able to shop however, whenever and wherever they want. Establishing multi-channel leadership is about putting the customer at the centre of our offer and building a seamless experience around them. Conversocial allows us to achieve this on our social media channels.”

James Gough, Social Media Operations Manager, Tesco

Proactively engaging customers over social media

Collaborating with the Marketing department, the Tesco Social Media Team launched a 'Brand Engagement' trial in April 2014 - prior to this, the team would only engage in proactive outreach work when there was a lull in customer service contact. The aim of the trial was to utilise Conversocial's proactive search feature to reach out to customers in need. When a customer is angry, it is common for them to vent their frustration over Twitter without directly mentioning the brand - in this case, the @Tesco 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.

The proactive social engagement trial was such a success that Tesco decided to create a dedicated team, whose sole responsibility is to surprise and delight customers over social media.

The team consists of eight Brand Engagement Executives (BEEs) whose core purpose is to reach out to customers and add value to their lives. Tesco has seen some fantastic customer feedback by proactively solving customer service issues (see conversation on the left).

